

Silicon Times Report
The Original Independent OnLine Magazine"
(Since 1987)

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The Publisher, Staff &
Editors

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From the Editor's Desk...

I ran my mouth elsewhere in the issue, so I'll make this very short. New products abound! Keep an eye on us. as we present a litany of the new software and hardware over the next few weeks. From high performance networks to children's educational software. from virtual reality to the Internet its all going to be treat after treat. So, stay tuned its going to be a blast.

Ralph....

Of Special Note:

<http://www.streport.com>

STReport is now ready to offer much more in the way of serving the Networks, Online Services and Internet's vast, fast growing site list and userbase. We now have our very own WEB/NewsGroup/FTP Site and although its in its early stages of construction, do stop by and have a look see. Since We've received numerous requests to receive STReport from a wide variety of Internet addressees, we were compelled to put together an Internet distribution/mailing list for those who wished to receive STReport on a regular basis, the file is ZIPPED, then UUENCODED. Unfortunately, we've also received a number of opinions that the UUENCODING was a real pain to deal with. So, as of October 01,1995, you'll be able to download STReport directly from our very own SERVER & WEB Site. While there, be sure to join our STR list.

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LATE BREAKING INDUSTRY-WIDE NEWS

Weekly Happenings in the Computer World

Compiled by: Dana P. Jacobson

"Cancelbot" Wipes Out Messages

A rogue program known as a "cancelbot" wiped out more than 25,000 messages posted to Internet's Usenet bulletin boards last weekend. Writing in The Wall Street Journal this morning, reporter Jared Sandberg notes, "Anyone who uses the Internet can retrieve and cancel any message they have sent and the messages of others. While this contributes to the 'openness' of the system, it can also lead to some unwanted destruction." Among the messages summarily zapped in a matter of hours were those posted to electronic discussion groups on the topics of women, gays, Jews and Eastern religions as well as

computer-oriented topics.

One software engineer who woke up Sunday morning to discover thousands of electronic messages had disappeared told the paper, "Whoever did this has the potential to bring Usenet to its knees and remove all the articles from Usenet in a given day. That's Internet terrorism." Sandberg notes it also "underscores the persistent vulnerabilities and resulting vandalism" that still plague the Internet, adding, "Users have long been able to cancel messages, even those of others, on the global net."

The paper says:

- '• The Church of Scientology recently used the technology to cancel messages that it believed contained copyrighted Scientology material.
- '• Author Michael Wolfe, who writes books about the Internet, saw his messages canceled by an anonymous user known only as the "Cancelmoose," who apparently felt Wolfe's messages were "spam," widespread posting of irrelevant messages.

"It's a stupid Net trick,'" says William Cheswick, a security expert at Lucent Technologies Inc.'s Bell Laboratories. "It's virtually trivial to generate these cancel messages. Any doofus without much programming experience can do this, and we're going to see this kind of thing all the time." And the problem will likely get worse, says Richard Adams, founder of MFS Communications Co.'s UUNet Technologies Inc.

"There are a certain percentage of idiots in any community," he said. "As the community grows, the absolute number of idiots gets bigger." This ability to cancel messages on the Internet had led to a philosophical face-off among Net faithful. Some argue the function allows them to wipe out countless commercial sales pitches that are plastered over the network weekly, while the downside is "virtually anybody can censor speech," notes Sandberg.

Clinton to Order Encryption?

Word in Washington is that President Clinton is prepared to sign an executive order instituting his administration's controversial plan that would allow sale of powerful data-scrambling software. As reported earlier, the new plan would enable companies to sell their advanced encryption technology abroad, but would require the companies to give law enforcement agencies the ability to break the codes under a court order.

The Washington Post reports this morning the administration hopes a presidential order on the matter will break a deadlock between law enforcement and the U.S. computer industry over encryption. Writing for The Associated Press, reporter Laura Meckler notes the White House's most recent plan could allow U.S. companies to export data-scrambling software using codes that are up to 56 bits long. As it stands, codes may only be 40 bits long in exported software. Bits are the electronic pulses that make up the data being transmitted.

In return, U.S. companies would have to design a "key recovery" system that would allow intelligence officials to obtain the code if they obtain a court warrant. As noted, Clinton fears encryption will be used by criminals and terrorists, so he insists law enforcement needs a way to break in. Civil libertarians and cyber rights groups fear the government will misuse the keys to spy on citizens.

Marc Rotenberg, director of the Electronic Privacy Information Center, told the wire service the latest plan also would transfer authority over encryption export from the State Department to the Commerce Department, but

it would give the FBI power to review export plans. Says Meckle, "This plan replaces the 'clipper chip' that the Clinton administration proposed in 1994. That would have allowed computer or telephone communications to be scrambled while giving the government a set of decoding keys to allow for court-approved electronic surveillance. The latest plan is different because it would make it more difficult for government to unscramble messages. The keys could be held by third parties and their components would be spread across several companies."

Meanwhile, The New York Times said in a story today, the administration believes it will take some time for the United States to persuade other countries to adopt the same systems, allowing governments to work together. One unidentified senior administration official told the Times, "It is going to take a while to persuade people that their data is safe under this system, that it protects privacy, and yet that we can use the system to trace terrorists or drug dealers." AP notes IBM and several other large computer companies have signed onto the administration's plan, although others are likely to object.

Bill Extends Protection to Net

California Gov. Pete Wilson has signed legislation extending standard consumer protections to the state's Internet users. Reporting from Sacramento, United Press International says the bill is intended to give consumers who buy goods or services over the Internet the same protections from financial scams, deceptive marketing practices and unfair service agreements as exist for phone, mail order, catalog or other sales.

The measure -- sponsored by Attorney General Dan Lungren and carried by Assemblywoman Jackie Speier, D-Burlingame -- "will require Internet vendors to disclose their return policy, legal business name and street address before accepting any money," UPI adds. A related Speier bill, also signed, requires the state's Department of Motor Vehicles to place information on its Internet web site to help vehicle purchasers protect themselves from fraud.

Electronic FOI Bill Now Law

A bill ensuring the public has electronic access to government documents available under the Freedom of Information Act has been signed into law by President Clinton. As reported earlier, the new law updates the original one, which, notes The Associated Press, was passed 30 years ago when the government owned only 45 computers and provided information only on paper.

"The legislation was designed to clarify that the FOIA -- used by journalists, researchers, businesses, local governments, public interest groups -- also applies to federal records maintained electronically," AP adds. Approved by Congress without dissent, the new Electronic FOIA requires federal agencies when asked to share data in a specific format, such as on computer diskette or CD-ROM. "It also broadens citizen access to government by placing more information online, in hopes of easing the huge backlog of requests for data," the wire service says.

Feds Appeal Net 'Decency' Case

The U.S. Justice Department has appealed to the Supreme Court to attempt to save the government's controversial "indecent" ban on the Internet, citing among its arguments the government origin of the global network. At issue is a June ruling by a three-judge federal panel in Philadelphia that the "indecent" ban, enacted by Congress in February, is unconstitutional.

United Press International reports the Justice Department brief on the case says the Internet "originated from experimental efforts" of the Defense Department to link some of its computer systems. Adds the brief, "The Internet originated from experimental efforts of the Department of Defense to link defense-related computer systems so that research and communication could continue even if portions of the network were damaged.

"Similar networks were subsequently developed to link universities, research facilities, businesses and individuals around the world. All of those networks were ultimately linked to one another and became the global network known as the Internet." UPI notes that the Justice Department does not contend that the Internet's origin makes it more susceptible to government regulation. "The Supreme Court has always ruled that government entities have less power to regulate speech than private entities," the wire service observes.

Congress Toughens Porn Laws

Computer-generated child pornography is targeted in a new law that takes effect this week, making it illegal to appear to depict children in sexual situations, whether in computer images, films or photographs. However, the American Civil Liberties Union calls the measure unconstitutional and a waste of prosecutors' resources, since it expanded a law designed to protect any actual children used to produce pornography. The ACLU also says the law is so broad that adults portraying children in films could risk prosecution.

Reporting from Washington, Jackie Frank of the Reuter News Service notes that previously, depictions of minors produced by computers without using children had been outside the scope of federal law. "The new law expands the definition of child pornography to include any image - photograph, video or computer-generated image -- that depicts or appears to depict a minor engaged in sexually explicit conduct," Frank reports.

Sen. Orrin Hatch (R-Utah), chairman of the Senate Judiciary Committee, says the law was designed to protect children from sexual exploitation and pedophiles. "While federal law has failed to keep pace with technology, the purveyors of child pornography have been right on line with it. Passage of this bill will help to correct that problem," Hatch said.

On the other side of the debate, ACLU legislative counsel Daniel Katz told the wire service the law has major ramifications for artists, the film industry and journalism. Katz said it includes a waiver-of-privacy rule to permit newsroom searches for information related to investigations of child pornography, adding, "It is much broader, and the ramifications are extraordinary, both for artists and for people in the cinema."

Of course, computers can be used to alter photographs, films and videos to produce sexually explicit materials virtually indistinguishable from unretouched photographs. "The new technology has hampered prosecutors in their ability to obtain convictions because it can be impossible to identify individuals or to prove that the materials were produced using real children," Reuters notes. "The new law would allow prosecution of pornographers whether or not the identity of the child could be determined, so long as the person, even if an adult, appeared to be a minor." (Currently, pornography is protected under free speech laws except when a minor child is involved.)

Hatch contends computer-generated pornography posed many of the same dangers to children as did pornography made from unretouched photographs in that it could be used to seduce children into sexual activity or to encourage a

pedophile to prey on them. Mandatory prison sentences of 15 years are established by the new law for production of child pornography, five years for possession of the materials and life in prison for repeat offenders convicted of sexual abuse of a minor.

China Eases Internet Rules

Limits on the number of Internet accounts in the country have been removed by China now that the government there has restricted material on the computer network that it considers unacceptable. Reporting from Shanghai, the Reuter News Service quotes Zhang Weihua, vice president of the Shanghai Post and Telecommunications Administration, as saying, "Some time ago, our security arrangements were incomplete and there was a problem with pornographic and politically unacceptable material, but our arrangements have now been improved and new accounts are now being added without restriction."

Zhang said he was unaware of any restrictions on access to major international news sites through China's Internet servers. Several providers, including Dow Jones & Co., publisher of The Wall Street Journal, have reported China has cut off access to such news sites. Zhang said that for "security" reasons there was a need to control information and discussion on the Internet and related bulletin-board services, "but surveys done on the usage and interests of people in China with Internet access indicate that virtually all the material they wanted to look at is domestic."

Guerrillas Blocked From Net

Internet connections for a guerrilla group currently involved in a bloody offensive in the mountains and jungles of Colombia suddenly have been cut. Reporting from Bogota, Karl Penhaul of the Reuter News Service says the Revolutionary Armed Forces of Colombia (FARC), which has periodically paralysed half the country with road blocks, found its route to the information superhighway barred.

"The Communist insurgents, who rose up in arms in 1964, embraced new technology last year in their fight to overthrow the government by launching a home page on the Internet," writes Penhaul. "But in unexplained circumstances, which a spokeswoman for the Mexico City-based Internet provider Teesnet said may or may not be linked to external pressures, the plug was pulled on the service on Monday -- a day after being publicized in Colombia's leading daily, El Tiempo."

In Mexico City, FARC international spokesman Marco Leon Calarca admitted the loss of the Internet page was a serious reversal, but vowed the computer-age conflict was far from over. He told the wireservice, "This is an attack on freedom of expression because we were not doing anything illegal. I cannot say exactly how it happened but the hand of the Colombian government is in this. The FARC is used to difficulties and this is just the latest challenge. One way or another we will get back on to the Internet."

Reuters notes the guerrillas used their World Wide Web site to publish their political magazine Resistencia, whose distribution is banned in Colombia, and to offer explanations about their latest armed actions. FARC was labeled "narcoguerrillas" since the 1980s when U.S. ambassador Lewis Tambs highlighted the group's alleged connections with Colombia's drugs trade, and has been dubbed "Cyberspace guerrillas" since their appearance on the Internet.

On this Calarca commented, "Cyberspace guerrillas may seem a fun name but I think it is pejorative and belittles what we're doing. We are looking to

topple the government and set up a new Colombia."

Mitnick Indicted in Thefts

Convicted computer vandal Kevin Mitnick has been indicted on charges he carried out a spree of software thefts that cost corporations millions of dollars during nearly three years as a fugitive. In Los Angeles, The Associated Press reports a federal grand jury has indicted 33-year-old Mitnick on charges he stole computer programs from companies, damaged University of Southern California computers and used stolen passwords during his time on the run.

Following an investigation by a task force of high-tech experts from the FBI, NASA and federal prosecutor's offices nationwide, the 25-count complaint also alleges that Mitnick used cloned cellular phone codes. As reported, Mitnick pleaded guilty last April to a single count of cellular phone fraud for using 15 stolen phone numbers to dial into computer databases. He also admitted violating probation for a previous computer fraud conviction. In return for that plea, prosecutors agreed to drop 22 other fraud charges but warned that new charges could follow.

Mitnick, already awaiting sentencing on the earlier charges, could face up to 200 years of jail time if convicted, authorities said. In 1988, Mitnick served a year in prison for illegally tapping computers at Digital Equipment Corp. At age 17, he served six months at a youth center for stealing computer manuals from a Pacific Bell switching center.

In 1992, he disappeared while on probation. Computer security expert Tsutomu Shimomura tracked Mitnick to Raleigh, North Carolina, where he was arrested in February 1995 after telephone technicians tracked his cellular phone signal to an apartment complex there.

Mitnick Pleads Not Guilty

Famed renegade computerist Kevin Mitnick has pleaded not guilty to charges he masterminded a multimillion-dollar online crime spree during his 2 1/2 years as a national fugitive. In Los Angeles, the 33-year-old Mitnick told the judge not to bother reading the indictment, which includes 25 new counts of computer and wire fraud, possessing unlawful access devices, damaging computers and intercepting electronic messages. "Not guilty," he said. Mitnick is being held without bail on a fraud conviction.

As reported earlier, the indictment was handed up Friday by a federal grand jury and follows an investigation by a national task force of FBI, NASA and federal prosecutors with high-tech expertise. Mitnick is accused of using stolen computer passwords, damaging University of Southern California computers and stealing software valued at millions of dollars from technology companies, including Novell, Motorola, Nokia, Fujitsu and NEC.

According to The Associated Press, Assistant U.S. Attorney David Schindler said Mitnick, if convicted, will be sentenced to "multiple years," but declined to be more specific, saying that computer crime was a new area of the law. As noted, Mitnick went on the lam in 1992 while on probation and was tracked by computer and telephone security experts who caught him in Raleigh, N.C. The story of his arrest in February 1995 made national headlines.

Last April, he pleaded guilty to a North Carolina fraud charge of using 15 stolen phone numbers to dial into computer databases. Prosecutors dropped 22 other fraud charges then but warned that new charges could follow. AP notes

Mitnick also admitted violating probation for a 1988 conviction in Los Angeles, where he served a year in jail for breaking into computers at Digital Equipment Corp. At 16, he served six months in a youth center for stealing computer manuals from a Pacific Bell switching center. The wire service reports Mitnick also has a new lawyer. He is Donald C. Randolph, who represented Charles Keating Jr.'s top aide, Judy J. Wischer, in the Lincoln Savings swindle.

IBM Offers New, Trimmer PC Line

IBM is introducing a new line of slick black machines that will be marketed to those wanting to clear clutter from their desks. The new Aptiva S Series separates the diskette and CD-ROM drives from the box that contains the main circuitry, allowing people to place the compute box away from the work area without sacrificing convenience, says business writer David E. Kalish of The Associated Press.

"The foray into design by IBM signals that a recent industry trend toward fashionable machines has entered the mainstream," Kalish adds. "It and other PC makers are facing up to the reality that their machines are fundamentally similar, built from the same processing chips and operating software." IBM's Aptiva S series encases the drives and power controls in a discrete slim "media console" that forms a base for the monitor, close at hand even when the hardware box is stored off the desk.

"Previously, people could stow the bulky box away from the desk but would then need to stretch to insert and eject diskettes and CDs," AP observes. "The new system also features a distinctive monitor stand supported by elegant wide arches to provide space for the keyboard when not in use." Its lowest-cost model will use Intel Corp.'s Pentium 166 MHz microprocessor, with prices starting at \$2,499, excluding a monitor. The highest-cost machine, at \$3,099, will be run by a 200 MHz Pentium. All will have at least 16MB of main memory, hard drives ranging from 2.5 to 3.2 gigabytes and 28,800 bps modems. Monitors cost an extra \$499 to \$799, depending on display size.

Dell Ships Low-End Dimension P200v

Dell Computer Corp. says it has begun volume shipments of the Dell Dimension P200v, a high-powered PC designed for cost-conscious small- and medium-sized business and home office customers in the United States. The P200v represents the first time Dell has offered the fastest-available Pentium processor in an entry-level system priced less than \$2,000. Dell introduced and began shipping the P200v in limited quantities last month. The Dell Dimension P200v mini-tower system includes 16MB of RAM, a 2.1GB hard drive, a Dell 15TX Trinitron monitor and an 8-speed CD-ROM drive. Factory-installed options include a 16-bit sound card and speakers for \$99 and a 28.8K bps fax/modem for \$129.

OS/2 FaxWorks Pro Enhanced

Global Village Communications Inc. has introduced an enhanced version of its FaxWorks Pro for OS/2 communications software. FaxWorks Pro for OS/2 3.0, which is compatible with IBM's new OS/2 Warp 4, includes voice mail, message forwarding, fax-on-demand, paging and remote message retrieval features. The software also offers Internet Relay, which allows OS/2 users to forward faxes and voice mail messages to Internet mailboxes. For mobile users, received faxes and voice messages can be placed in an Internet mailbox, so that these messages can be retrieved along with their e-mail. FaxWorks Pro for OS/2 3.0 is priced at \$129. Prices for the local area network edition start at \$499.

Modem Allows Voice, Data at Once

The online community is abuzz over a new modem technology called Digital Simultaneous Voice and Data -- or DSVD -- that will allow you to talk on the telephone and send data on the same call. Reporting in Popular Mechanics, writer T.J. Byers says DSVD models "are great for head-to-head game competition, but they also have more serious applications," adding, "Business during phone conferences, and video telephones become practical and inexpensive."

With DSVD, the phone and modem share the same line. The key to its success is "selective processing of the voice signal," the magazine said. During DSVD calls, voice, normally analogue, is digitally modulated and compressed like computer data. "The modem takes snippets of your telephone conversation and stuffs them into a small frame, making them easier and faster to transport," Byers writes. When the frame is opened at the other end, the contents return to their original form."

The digitized voice and data signals are mixed together in a process called multiplexing, with the voice frames interwoven with data frames in a defined pattern. In DSVD, the pattern typically is two data frames for every voice frame. This robs the data channel of some of its speed. "Unfortunately, there is a catch to DSVD technology," the magazine adds. "Minor difficulties between each vendor's DSVD protocol limit the interoperability of all but the newest products. Lack of standardization does not mean you must wait to buy a DSVD model. The International Telecommunications Union has a DSVD standard in the works."

DVD-ROM Software Sales to Soar

Digital video disc-read only memory (DVD-ROM) software products could generate revenues of \$100 million annually by 1999, and will begin to take revenues away from CD-ROM beginning in 1997, according to a new research report from SIMBA Information Inc. of Stamford, Connecticut. The report estimates that DVD-ROM software sales will reach \$35 million in 1997, \$75 million in 1998 and \$100 million by 1999.

SIMBA estimates that U.S. consumers, businesses and educational customers spent \$1.47 billion on multimedia CD-ROMs in 1995. CD-ROM sales will increase 74 percent to \$2.56 billion in 1996, led by "edutainment" and game titles, says SIMBA. Although multimedia CD-ROM revenues will continue to grow over the next several years, emerging platforms such as DVD-ROM and online multimedia delivery will encroach upon its territory beginning in 1997, notes the researcher.

Iomega Ships 3 Millionth Zip Drive

Iomega Corp. reports that it has shipped more than 3 million Zip drives worldwide since the line's introduction in March 1995. The 100MB Zip drives and disks provide up to 70 times the capacity of traditional floppy disks. The Roy, Utah, company also says it has shipped its 5 millionth personal storage solution, comprised of Zip and Ditto disk drives and Jaz tape drives.

Iomega recently announced that internal Zip drives for OEMs (original equipment manufacturers) will boot computers containing updated BIOS (Basic Input Output System) by early 1997. Zip drives can be found as standard or optional features in computers made by IBM, Hewlett-Packard, Packard Bell, NEC Technologies, Micron, Power Computing, Unisys, and Canon. Iomega's Web site is located at <http://www.iomega.com>.

Robotics at Work on Faster Modem?

Rumors are circulating again that modem market leader U.S. Robotics Corp. is preparing to unveil a faster-speed modem, talk that caused the company's stock to jump 6 7/8 points yesterday. In Chicago, the Reuter News Service quotes Southcoast Capital analyst Jim McIlree as saying, "The whispers are they're going to announce the high-speed modem soon." However, U.S. Robotics spokeswoman Karen Novak said, "We have not announced anything and we have nothing to announce." She repeated, though, the company's stance that the 33.6 kilobit per second modem currently in the market is not the fastest possible, saying, "We believe 33.6 is not the end of the line."

McIlree and options traders said they are awaiting more details from U.S. Robotics, which holds a dominant market share in modems. Reuters notes, "Other companies, for example, have set dates. Motorola Inc. has said it will unveil a modem with 56 kbps capabilities in 1997, and Rockwell International Corp. has said it expects to demonstrate 56 kbps technology at a trade show in November." Referring to U.S. Robotics, McIlree observed, "This would be a very significant new cycle for them. It would have a large impact on their desktop modem business and it would have a significant effect on their network systems business."

DVD Market Set to Take Off

Dataquest Inc. expects the digital video disc (DVD) optical drive market to grow from \$35 million this year to \$4.1 billion in 2000. Analysts at the San Jose, California, market research firm expect DVD to boost both the consumer electronics and personal computer markets to new heights. But Dataquest also forecasts that DVD revenue won't exceed CD-ROM revenue until the year 2000. "With high storage capacities, faster data transfer rates and interactive capabilities, DVD has moved the capabilities of optical storage forward by magnitudes," says Mary Bourdon, a Dataquest senior analyst. "It should be noted that the enthusiasm and competitive drive of DVD manufacturers could lead to supply exceeding demand for DVD in the near term and cause some temporary jolts and lurches in the market."

DVD can be thought of as the next generation of super CD drives designed specifically for diverse applications ranging across computer, games, video and audio markets, says Bourdon. "It offers consumers the prospect of a single-media format for high-quality film and audio reproduction, as well as high capacities and improved performance in multimedia applications."

Compaq Sales Pass Packard Bell

For the first time, Compaq Computer Corp. became the No. 1 U.S. retailer of PCs in July, outpacing Packard Bell Corp. That is the finding of Computer Intelligence's "StoreBoard Channel" survey of retailers, which tracks sales data from PC superstores, consumer electronic stores, and office superstores throughout the United States, outlets that account for about 85 percent of retail PC sales.

Eric Auchard of the Reuter News Service notes the survey does not cover mass merchants like Wal-Mart, whose sales represent about 15 percent of the U.S. retail market for PCs. (Traditionally, this market has been dominated by Packard Bell, whose primary focus is U.S. retail sales, as opposed to corporate or direct, mail-order distribution methods.) But, adds Reuters, Compaq's market share steadily increased throughout the second quarter of 1996, and in July finally surged ahead of the long-time leader.

CI analyst Matt Sargent told the wire service, "Clearly, we're now seeing the effects of the PC market shifting to a second-time buyer situation. It's hurting vendors that cater to low-end, first-time purchasers, while helping those that target second-time buyers, who typically emphasize quality over price and favor premium brands." The study found market shares for the top four vendors in the overall retail sales have shifted significantly since the first quarter of this year:

Compaq held 22.7 percent of overall retail business in July, up from 18.0 percent in February.
Packard Bell slid to 17.5 percent in July from 30.1 percent in February, when it was far and away the dominant retail PC supplier. IBM rose to 11.7 percent in July from 6.7 percent in February. Hewlett-Packard Co. accounted for 10.6 percent of the product sold in those stores surveyed versus 7.4 percent in February.

Reuters says the most dramatic market share gains for Compaq occurred in the consumer electronic stores market segment, causing Packard Bell to lose market share in a distribution channel it had pioneered. "Compaq nearly doubled its share of the consumer electronics market to 21.2 percent, up from 11.0 percent in February," said the wire service. "Packard Bell's share was cut in half to 19.3 percent in July from 41.8 percent five months before."

Another Rescue on the Internet

It has happened again -- a disabled and ill Net surfer over the weekend managed to summon help from a fellow computerist hundreds of miles away. In Boston, Charles Drafts -- a double amputee who types using a stick in his mouth -- was online Saturday with 159 other people in an Internet chess site when he suddenly sent out a message for help: "i'm disabled and havingshortness of breath, call ambulance." He also managed to type in his address.

Associated Press writer Dave Howland reports that while several users tried to find out what symptoms Drafts was suffering, Andy McFarland of Owensboro, Kentucky, was calling Boston's emergency medical services on his second phone line. "When he finally got through, he told dispatchers where he was calling from and explained the situation," Howland relates. 'I think I lost them for just a second,' McFarland said. 'It's not something they get every day.'

AP says firefighters rushed to Draft's home, but no one answered the door. They called McFarland back to verify the address. McFarland told the wire service, "The last thing I heard them say was, 'We're going in,' and they hung up." About 20 minutes later, a Boston dispatcher called to tell McFarland that they had found Drafts inside and that he had needed help.

This morning, Drafts was listed in stable condition at Beth Israel Hospital, though hospital officials declined to give details of the nature of his illness. This is reminiscent of last February's incident when a minister from Scotland messaged people taking part in a weekly online chat in CompuServe's Genealogy Forum that he thought he was having a stroke. In that case, forum administrator Dick Eastman tracked down The Rev. Kenneth J. Walker in Arbroath, Scotland, and notified local emergency authorities, who arrived in time to ensure his survival.

Judge Extends Appeal Time in RSI

The amount of time plaintiffs can sue computer manufacturers for repetitive stress injuries they allege are caused by typing on keyboards has been extended by a New York federal judge. The three-year statute of limitation

for filing a claim begins running when the plaintiff suffers pain and symptoms of an injury, rules U.S. District Judge Jack Weinstein of Brooklyn.

According to the Reuter News Service, Weinstein said a New York state court was wrong when it ruled last month that the statute begins to run when the plaintiff first began to use the keyboard, even if the pain does not occur for many years. The judge said that the Appellate Division, First Division's application of the statute was not an accurate statement of New York State law. He made his ruling in a case brought against Apple Computer Inc. by a woman who began using computer keyboards in 1988. She did not begin to feel pain until 1993 and filed suit 13 months later.

Net Commerce Group Gets Funding

A new organization that plans to address the legal issues and policy questions arising from increased business activity on the Internet says it has received over \$100,000 initial funding from a number of companies involved in Internet development. The Internet Law & Policy Forum plans to produce the building blocks for a more predictable global Internet environment, including model business agreements, uniform contracting tools for electronic commerce, model codes of conduct, analytical reports and recommendations for best business practices. The group's corporate sponsors include AT&T, Bell Canada, BBN, British Telecom, Cisco Systems, Deutsche Telekom, General Electric Information Services, General Magic, Hong Kong Telecom, IBM, Mastercard International, MCI Communications, Microsoft, Netscape Communications, Oracle and Visa International.

The Electronic Commerce World Institute in Montreal (www.ecworld.org), an independent international organization that addresses strategic business issues relating to electronic commerce, will provide administrative support to the project during an expected six-month organizational phase. "Our commitment to support the Internet Law & Policy Forum represents the desires of our membership across five continents to promote the establishment of a predictable, legally secure environment in which global electronic commerce can reach its full potential," says Andre Vallerand, president of the Electronic Commerce World Institute.

CREATIVE LABS AUTOMATED FAXBACK SYSTEM 405-372-5227

Last Updated: 9-24-96

If a customer would like to receive a faxback document:

1. Dial 405-372-5227.
2. Press 1 to order a document.
3. Press 2 to order a document catalog.
4. Follow the remaining voice instructions.

AVAILABLE CATALOGS

Doc#	Description
1	Product Information Catalog
2	Technical Services Catalog

* Product Information Catalog *

SOUND BLASTER CARDS

Doc#	Description
1000	Sound Blaster Audio Card Reference Chart
1010	Sound Blaster 32 PnP
1020	Sound Blaster AWE32 PnP
1030	Sound Blaster 16 Value PnP

MULTIMEDIA/CD-ROM KITS

Doc#	Description
2000	Multimedia Kit Reference Chart
2010	Blaster CD 4x
2020	Sound Blaster Discovery CD 4x PnP
2030	Sound Blaster Performance 8x
2040	Sound Blaster Value CD 4x PnP
2050	Blaster CD 6x
2060	Sound Blaster Performance 6x
2070	Blaster CD 8x
2080	Sound Blaster Discovery CD 8x
2090	Aventura CD 4x (Español)
2100	Aventura CD 4x (portugues)
2110	Sound Blaster Multimedia Home 8x
2120	Sound Blaster Value CD 8x
2130	Blaster CD-R 4120

GRAPHICS/VIDEO

Doc#	Description
3000	Video Card and Accessories Reference Chart
3010	Video Blaster RT300
3020	Video Blaster SE100
3030	Graphics Blaster MA201/MA202
3040	Graphics Blaster MA302
3050	3D Blaster
3060	Creative TVCoder External
3070	Video Blaster MP400

COMMUNICATIONS

Doc#	Description
4000	Modem and Communication Reference Chart
4010	PhoneBlaster
4020	ModemBlaster 14.4 PCMCIA
4030	PhoneBlaster 28.8 PnP
4040	ModemBlaster 28.8 External
4050	ModemBlaster 28.8 PnP
4060	ModemBlaster 28.8 PCMCIA
4070	Internet Blaster 33.6 PnP

COMPANION PRODUCTS

Doc#	Description
5010	Wave Blaster II Gamepak
5020	Sound Blaster Speakers

SOFTWARE

Doc#	Description
6010	Creative VoiceAssist
6020	E-MU SoundFonts
6030	Vienna SF Studio

DESKTOP VIDEO CONFERENCING

Doc#	Description
7000	Desktop VideoConferencing Product Reference Chart
7010	ShareVision PC300
7020	ShareVision PC3000
7030	ShareVision MAC300 & MAC3000

PRODUCT PRESS RELEASES

Doc#	Description
8010	Creative Unveils 3D Blaster For Pentium PCs
8020	Creative Offers Complete Range of High-Speed Communications Products
8030	Modem Blaster 28.8 PCMCIA Expands Creative's Communications Product
Line	
8040	Creative Announces Phone Blaster 28.8 Upgrade
8050	Creative Introduces New Graphics Blaster Multimedia Accelerator Cards
8060	Creative Reduces ShareVision Desktop Video Conferencing Prices To Under \$1000
8070	Creative Announces ShareVision Products Will Support New Data Sharing And Video Conferencing Standards
8080	Creative Announces a Complete Entertainment Platform for Windows 95
8090	Interoperability Testing Begins for New Videophone Standard Transmitting over Phone Lines
8100	Creative Introduces New Line of 8x Multimedia Upgrade Kits
8110	Creative First to Deliver Direct3D Support
8120	Creative Introduces SoundFont 2.0 Sound Sample Format
8130	Creative Labs Takes Next Step in 3D Graphics Strategy
8140	Creative Announces PhoneBlaster 28.8 PnP
8150	Creative Unleashes the Power of the PC at E3
8160	New Entries in the Growing List of 3D Blaster Titles
8170	Creative Ships New Multimedia Kits for Latin America
8180	Creative Introduces Complete Line of Sound Blaster Speakers
8190	Creative Ships Internet Blaster 33.6 PnP: The First Complete High- Speed 33.6 Internet Solution
8200	Creative Teams with Industry Leaders to Offer High Speed 33.6 Internet Bundle
8210	Creative Technology Extends Industry Leadership In Desktop Videoconferencing
8220	Creative Labs Showcases Complete Line of Multimedia Products for Brazil
8230	Creative Labs Ships Brazilian Edition of 8x Multimedia Upgrade Kit
8240	Creative Ships Complete CD Recording Upgrade Kit Designed For The General Consumer
8250	Creative's Sound Blaster Gets "Interneted"
8260	Creative's Partnerships Change the Face of the Internet
8270	Creative and Seer Deliver Low-Cost Wave-Table Audio to Sound Blaster

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DEVELOPER INFORMATION

Doc#	Description
9010	Sound Blaster Developer Kit 2.0
9030	Blaster Certification Program Intro. Kit
9040	Registered Developer Application

FINANCIAL INFORMATION

Doc#	Description
10010	First Quarter Fiscal 1996 Results
10020	Form 6-K for First Quarter Ending 9/30/95, Part 1
10022	Form 6-K for First Quarter Ending 9/30/95, Part 2
10030	Form 20-F for 1995, Part 1

10031	Form 20-F for 1995, Part 2
10032	Form 20-F for 1995, Part 3
10033	Form 20-F for 1995, Part 4
10034	Form 20-F for 1995, Part 5
10035	Form 20-F for 1995, Part 6
10036	Form 20-F for 1995, Part 7
10037	Form 20-F for 1995, Part 8
10038	Form 20-F for 1995, Part 9
10039	Form 20-F for 1995, Part 10
10050	Second Quarter Fiscal 1996 Results
10060	Third Quarter Fiscal 1996 Results
10070	Fourth Quarter Fiscal 1996 Results

USEFUL INFORMATION

Doc#	Description
11010	The Creative Network of Addresses and Phone Numbers
11020	Creative Labs Warranty Agreement
11030	Creative Labs Product Reference Chart

CREATIVE IN THE NEWS

Doc#	Description
12010	"Game for Anything," Introduction to the 3D Blaster (FamilyPC, November, 1995)
12020	"Blast Into 3-D," Introduction to the 3D Blaster (ComputerLife, November, 1995)
12030	"New! Sound Solution for Plug and Play" Review of Sound Blaster AWE32 PnP (PC Computing, November, 1995)
12040	"With New Boards, PCs Threaten to Blast Out of the Box" Introduction to 3D Blaster (Wall Street Journal August 16, 1995)
12050	"Fast Companies," Report on the Fastest-Growing Companies in the U.S. (U.S. News & World Report, July 3, 1995)

CORPORATE PRESS RELEASES

Doc#	Description
15010	Creative And DataBeam Announce Intended Partnership for Application Sharing and T.120-Based Technology
15020	Creative Technology Announces Results for Fiscal 1995
15030	Creative Garners Top Awards For 1995
15040	Creative Announces Resignation of Chief Financial Officer
15050	Creative Announces Its Support for Microsoft NetMeeting
15060	Creative Announces Resignation of President
15070	Creative Announces Cessation of CD-ROM Drive Manufacturing
15080	Creative Technology Names Chief Scientist
15090	Creative Details Newest Multimedia Strategy for the Internet

CHANNEL MARKETING

Doc#	Description
20010	Creative Labs Distributor List
20020	MBA Introduction and Registration Form
20030	VAR Introduction and Registration Form
20040	Reseller Product Literature Order Form
20050	Channel Discount Purchase Program
20060	VARPak Product List
20070	Canadian MBA Registration Form

CREATIVE SOUNDS NEWSLETTER

Doc#	Description
21010	Creative Sounds Newsletter for April
21020	Creative Sounds Newsletter for May
21030	Creative Sound Newsletter for August

CREATIVE SOUNDS CANADA

Doc#	Description
22010	Creative Sounds Newsletter for Canada, May 1996
22020	Creative Sounds Newsletter for Canada, July 1996

* Technical Support Catalog *

SOUND CARD DIAGRAMS AND JUMPER SETTINGS

Doc#	Description
51320	CT1320 Sound Blaster 1.0/1.5
51330	CT1330 Sound Blaster Pro I
51350	CT1350 Sound Blaster 2.0
51600	CT1600 Sound Blaster Pro II
51730	CT1730 Sound Blaster 16
51740	CT1740 Sound Blaster 16
51750	CT1750/1759 Sound Blaster 16 MCD
51770	CT1770/1779 Sound Blaster 16 SCSI-2
52230	CT2230/2239 Sound Blaster 16 MCD
52231	CT2230C/2239C Sound Blaster 16 Creative
52232	CT2230S/2239S Sound Blaster 16 Sony
52290	CT2290/2299 Sound Blaster 16 IDE
52291	CT2291 Sound Blaster 16 Value IDE
52740	CT2740/2749 Sound Blaster 16
52750	CT2750/2759 Sound Blaster EZ CD16
52760	CT2760 Sound Blaster AWE32, Rev. 1
52763	CT2760 Sound Blaster AWE32, Rev. 3
52770	CT2770 Sound Blaster 16 Value Edition
52830	CT2830 Sound Blaster 16 IDE
52910	CT2910 Sound Blaster 16 Value IDE
52950	CT2950 Sound Blaster 16 Value IDE
53600	CT3600 Sound Blaster 32 Plug and Play
53780	CT3780 Sound Blaster AWE32 Value Edition
53900	CT3900 Sound Blaster AWE32 IDE
53910	CT3910 Sound Blaster AWE32 Value IDE
53930	CT3930 Sound Blaster 32
53980	CT3980 Sound Blaster AWE32 Plug and Play

CD-ROM DRIVE DIAGRAMS

Doc#	Description
50033	Sony CDU33A
50075	Sony CDU75E
50200	Creative CD200F (Funai E2550UA)
50220	Creative CD220F (Funai E2800UA)
50271	NEC CDR271 / CDR272 / CDR273
50400	Mitsumi CD4000M (FX400 / FX400D)
50420	Creative CD420E
50422	Creative CD420F (Funai E2750UA)
50510	NEC CDR-510M
50511	NEC CDR-511
50521	Creative/Panasonic CR 521/CR 523
50530	Toshiba XM-5302B
50540	GoldStar GCD 540B
50563	Creative/Panasonic CR563
50574	Panasonic CR574
50581	Panasonic/MKE CR 581J
50620	Creative CD620E

52750	Sound Blaster EZ CD16
50730	Hitachi CDR-7730 CD-ROM Drive
50265	Funai E2650 CD-ROM Drive
50820	Creative CD820E CD-ROM Drive

INTERFACE CARD DIAGRAMS

Doc#	Description
51331	CT1331 External CD-ROM Pass-Through Card
51810	CT1810 Creative CD-ROM Interface Card
51830	CT1830 Creative/Sony CD-ROM Interface Card
51860	CT1860 IDE CD-ROM Interface Card
51870	CT1870 PnP IDE/Creative CD-ROM Interface Card

TELEPHONY CARD DIAGRAMS

Doc#	Description
55010	CT5010 Modem Blaster 19.2Voice
55020	CT5020 Modem Blaster 28.8
55030	CT5030 Modem Blaster 14.4

VIDEO CARD DIAGRAMS

Doc#	Description
56010	CT6010 Creative TV Coder
56040	CT6040 Video Blaster SE
56042	CT6042 Video Blaster SE100
56050	CT6050 Video Blaster FS200
56060	CT6060/CT6061 Video Blaster RT300
56080	CT6080 Video Blaster MP400

SOUND CARD ISSUES

General/SB2.0 in DOS

Doc#	Date	Description
60001	8/22/96	SB 2.0 and No Throughput, No Mixer, Only DMA 1
60002	8/22/96	Buzzing from Sound Blaster Until Initialization
60003	8/22/96	MCV Bus Timeout Error
60004	8/22/96	Multi Config and Memory Management for SB2.0

General/SB2.0 in Windows 3.x

Doc#	Date	Description
60005	8/22/96	VSBPD.386 Not Loaded Error
60006	8/22/96	SB 2.0 and No Sound in Windows Until Mosaic is Entered
60007	8/22/96	No MIDI in Windows, All Other Sounds Work
60008	8/22/96	Difficulties with Monologue for Windows

SB Pro in DOS

Doc#	Date	Description
60101	8/22/96	Multi Config and Memory Management for SBPro

SB16 in DOS

Doc#	Date	Description
60201	8/22/96	16-bit DMA Problems
60202	8/22/96	Multi Config and Memory Management for SB16/AWE32
60206	8/23/96	SCSI-2 Installation Will Not Accept Disk 2

SB16 in Windows 3.x

Doc#	Date	Description
60203	8/22/96	Creative Mixer Does Not Save Setting Upon Exit of Windows
60204	8/22/96	Errors When Running Text0'LE

SB16 in Windows 95

Doc#	Date	Description
60205	8/23/96	Installing a Non Plug-and-Play Sound Card in Windows 95

SB32/AWE32 in DOS

Doc#	Date	Description
60301	8/22/96	MPU-401 Initialization Failed with AWEUTIL.EXE
60302	8/22/96	No Music on an AWE32 in Games

SOFTWARE ISSUES

Issues in DOS

Doc#	Date	Description
60502	8/23/96	Synthesizer Not Installed and SBAITSO
60504	8/23/96	Errors on Speed Installation
60505	8/23/96	Blaster and Sound Environment Settings
60507	8/23/96	MS Flight Simulator 5.0 and Choppy Sound

Issues in Windows 3.x

Doc#	Date	Description
60501	8/23/96	Photostyler SE 1.1a PhotoCDs causing GPFs
60503	8/23/96	Problems Running Screen Singer Under Windows
60506	8/23/96	Digital Morph Gives Errors When Trying to Load a Morph Picture
60508	8/23/96	Monologue Dictionary Changes Have No Effect
60509	8/23/96	Groliers 6.X AVI Problems
60510	8/23/96	Groliers with Blank, White, or Black Screens

CD-ROM ISSUES

Issues in DOS

Doc#	Date	Description
61001	8/21/96	Omni CD Setting Errors
61002	8/21/96	Panasonic CR-562 on a Creative/Panasonic Interface
61004	8/22/96	Playing Audio CDs in DOS on a SB16
61005	8/22/96	Incorrect DOS Version when MSCDEX Attempts to Load
61006	8/22/96	MSCDEX Does Not Attempt to Load
61007	8/22/96	Not Enough Drive Letters Available
61008	8/22/96	List of Drives Supported by Various Versions of SBIDE.SYS

Issues in Windows 3.x

Doc#	Date	Description
61011	8/22/96	1995 Groliers and System Resource Problems
61015	8/27/96	Installing the [MCI] CD-Audio Driver

Issues in Windows 95

Doc#	Date	Description
61012	8/27/96	CD-ROM Not Working in Windows 95
61013	8/27/96	CD-ROM not accessible from MS-DOS Mode (NON-PnP)
61014	8/27/96	CD-ROM drive not recognized in MS-DOS under Windows 95 (PnP)

Hardware-Related Issues

Doc#	Date	Description
61003	8/21/96	No Sound from CD Audio
61009	8/22/96	Daisy-Chaining on a Creative/Panasonic Interface
61010	8/22/96	One-Channel CD Audio

TELEPHONY PRODUCT ISSUES

Doc#	Date	Description
63001	8/27/96	Compatible Modems and Initialization Strings

The Windows 95 Upgrade Packs for SB16, SB32 and AWE32 sound cards are now available for immediate shipment through Customer Service in North, Central, and South America, and the Asia Pacific area (the European area will have the upgrade available soon). You can contact our Customer Service Department at 1- 800-998-1000 in North America. (elsewhere see CONTACT.TXT, Lib 1 on CompuServe).

Please note that the upgrade pack is ONLY available for legacy (non-PnP) retail versions of the card. Retail versions of the PnP cards ship with both DOS / Win 3.1 and Windows95 software. OEM customers should contact their vendor to see if an upgrade is available for their card.

SB16 Windows 95 Upgrade Disk Pack (Part Number: 2000001230)
SB16 Windows 95 Upgrade CD-ROM Pack (Part Number: 2000001240)

- * New 32-bit Creative Multimedia Deck applications Mixer, CD player, Wave player, MIDI player, Soundo'le and Wave Studio.
- * 16-bit versions of Text Assist and Voice Assist that will run properly with Windows 95.
- * Sound drivers.
- * CD-ROM drivers

SB32 and AWE32 Windows 95 Upgrade Disk Pack (Part Number: 2000001260)
SB32 and AWE32 Windows 95 Upgrade CD-ROM Pack (Part Number:
2000001250)

- * New 32-bit Creative Multimedia Deck applications Mixer, CD player, Wave player, MIDI player, Soundo'le and Wave Studio, AWE Control Panel.
- * 16-bit versions of Text Assist and Voice Assist that will run properly with Windows 95.
- * 16-bit version of Vienna that will run properly with Windows 95.
- * Sound drivers.
- * CD-ROM drivers

Each Windows 95 Upgrade Pack costs \$12.95 plus shipping and sales tax (if applicable).

Windows 95 Upgrade Packs are not available for any of Creative's 8-bit sound cards. All of the drivers required for 8-bit sound cards are included with the Windows 95 operating system.

Customers who require one or more of the following drivers and/or application patches can download them free of charge from our BBS, FTP site or CompuServe.

- * The latest SB16, SB32 or AWE32 Windows 95 sound card drivers.
- * The latest MKE and IDE Windows 95 IDE CD-ROM drivers.

Creative's new 32-bit applications WILL NOT be available for download or free of charge. Those customers who would like to upgrade to Creative's new 32-bit applications must purchase the upgrade through

Customer Service. All of our legacy 16-bit applications (with the appropriate patches) work properly in Windows 95. When contacting Customer Service, please give both the part number AND the title of the upgrade that you would like to purchase.

Creative Technology Ltd. is the world's leading provider of advanced multimedia solutions for personal computers, including sound, graphics, communications and video conferencing products. The company's Sound Blaster technology has been accepted as the worldwide standard sound platform for PCs, and the company's global distribution network is the most extensive in the multimedia industry. Creative is focused on enhancing the overall user experience by providing powerful, enabling, high-value technology for the mass market. Sound Blaster and Blaster are registered trademarks and 3D Blaster is a trademark of Creative Technology Ltd. E-mu is a registered trademark of E-mu Systems, Inc. All other products mentioned herein are trademarks of their respective owners and are hereby recognized as such. This announcement relates to products whose launch are in the United States of America. The product names, contents, prices and availability may differ elsewhere in the world according to local factors and requirements. Sound Blaster and Blaster are registered trademarks of Creative Technology Ltd. All other products mentioned herein are trademarks of their respective owners and are hereby recognized as such.

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NEW FCC PHONE REGULATIONS PUT ON HOLD

A federal court in St. Louis has ordered a temporary stay on new regulations developed by the Federal Communications Commission to control the way in which the local phone companies open up their networks to new competitors such as long-distance carriers and cable television operators. GTE and other local phone service companies are arguing that the elaborate FCC rules are an unreasonable government encroachment on the free marketplace. (New York Times 28 Sep 96 p23)

CANCELBOT ATTACKS USENET

Last weekend, a computer cracker aimed a "cancelbot" computer program at Usenet -- an Internet bulletin board system -- and wiped out more than 25,000 messages. "Whoever did this has the potential to bring Usenet to its knees and remove all the articles from Usenet in a given day," says one software engineer. "That's Internet terrorism." "It's a stupid 'net trick,'" says a Lucent Technologies security expert. "It's virtually trivial to generate these cancel messages. Any doofus without much programming experience can do this, and we're going to see this kind of thing all the time." The cracker's account on Oklahoma-based Cottage Software Inc. was canceled immediately and the FBI has been notified. (Wall Street Journal 27 Sep 96 A13A)

PC, HEAL THYSELF

CyberMedia Inc., which makes a software diagnostics tool called First Aid, is working with Phoenix Technologies, which makes BIOS 4.0 (Basic Input/Output System) system-level diagnostic software, to create a package that enable PCs to figure out what's wrong with them, and fix themselves. "Together, we have access to all the layers of the software stack and the hardware in the system, so virtually any problem could be solved," says Phoenix's marketing VP. The collaborative package, called ActiveHelp, will be able to prevent a system crash from happening, and can change registry entries and replace damaged or missing drivers if needed. Phoenix plans to make ActiveHelp available to PC and motherboard manufacturers that license its BIOS chips, and the package should be available on PCs in the first half of 1997. (Information Week 23 Sep 96 p15)

APPLE AND NETSCAPE WORK ON AUDIO/VIDEO CONFERENCING

Apple and Netscape will work together to develop audio and video conferencing over the Internet, with Apple's QuickTime conferencing bundled into the Macintosh version of Netscape's Navigator 3.0 software for browsing the World Wide Web. (Atlanta Journal-Constitution 29 Sep 96 H2)

MICROSOFT TO PROMOTE ISDN SERVICE IN EUROPE

Microsoft, in an effort to build up its European following, is teaming with France Telecom and Deutsche Telekom to promote ISDN (integrated services digital network) phone lines in Europe. ISDN is widely viewed as the key to broadening the Internet's appeal to European consumers. Under the agreement, Microsoft will incorporate an easy way for Windows 95 and Internet Explorer users to sign up for ISDN service with just a few mouse clicks. At the same time the three companies will launch an ad campaign for ISDN service. The phone companies will pay Microsoft for every new ISDN customer generated. (Wall Street Journal 27 Sep 96 B8)

CONTENT REALLY IS KING

The massive amount of information that's now being generated may appear to make the individual content provider less important, says a Walt Disney Imagineering VP, but it actually means that branded content becomes much more important. In the Information Age, "more information is worth less. There's too much; you can't swallow it all. Content providers that will be successful will be the ones that make the content mean something." (Broadcasting & Cable 23 Sep 96 p54)

GOV'T DOCUMENTS TO BE MADE AVAILABLE ELECTRONICALLY

Congress has passed legislation directing federal agencies to make their records available in electronic format and to make better use of the Internet to distribute some government information. The legislation was tied to efforts to improve government response to Freedom of Information Act requests. "These changes will make access to government information easier," says the bill's sponsor, Senator Patrick Leahy (D-Vt.). "The American people have a right to know how their government works, or doesn't work." (Chronicle of Higher Education 27 Sep 96 A30)

VICTORIA PULLS PLUG ON WEB SITE

Victoria, the first city in Canada to put its tax-assessment rolls on the Internet, has pulled the plug after British Columbia's Information Commissioner announced an investigation into the practice, believing it violates privacy laws. (Toronto Globe & Mail 27 Sep 96 A3)

MICROSOFT EXPECTS SLOWER REVENUE GROWTH IN FY97

Microsoft says its operating margins might be reduced in fiscal year 1997 because of slower revenue growth and higher operating expenses, including expenses related to R&D. The company plans to "continue significant investments in software research and development and related product opportunities from which significant revenues aren't anticipated for a number of years." (New York Times 28 Sep 96 p22)

COMPUTER DELIVERS FATAL DRUG DOSE

Terminally ill Bob Dent touched the keyboard of his laptop computer to give the go-ahead to receive a lethal drug dose, making him the first person to kill himself under the world's only voluntary euthanasia law. The computerized "death machine," which sent a mix of barbiturates and muscle relaxants into Mr. Dent's bloodstream, is equipped with software that asks the potential suicide a series of questions. (Toronto Star 27 Sep 96 A3)

THE EVER-MORPHING PC

"The PC will fade into the background as we deliver technologies that allow people to focus on their jobs, as opposed to focusing on the computer's user interface," says Stephen Boies, head of IBM's interactive systems division at the Thomas Watson Research Center. For instance, IBM is developing a specialized device that car dealers can plug into their telephone line to get credit approval for their customers in under two minutes. And physicians and nurses at Long Beach Memorial Medical Center in California use touch-screen flat-panel displays embedded in the hospital's walls to track patients' progress. Apple Fellow Donald Norman predicts that we're seeing the dawn of computing's next generation: "We're at the end of the second generation of the personal computer," which was marked by the graphical user interface, promising ease of use. "But what happened," says Norman, "is computers have become even more complex, expensive, and unmanageable." In the third generation, "the focus will be on people and the tasks they want to accomplish, not technicalities." (Information Week 23 Sep 96 p48)

CLINTON OKAYS ENCRYPTION PLAN WITH KEY RECOVERY SYSTEM

Attempting to compromise with critics of its "key escrow" approach to data encryption, the Clinton Administration now plans to begin allowing U.S. computer companies to export software using powerful encryption codes (or "keys") up to 56 bits long. However, the government will require those companies to develop, within two years, a "key recovery" system allowing U.S. law enforcement or anti-terrorist groups armed with a search warrant to get the key from the several third-party companies, each of which would hold one part of the key. IBM and some other large companies are supporting the plan, but other companies are expected to oppose it. The system will be successful only if the Administration can convince other countries to adopt the same kind of system. (New York Times 1 Oct 96 C1)

CYBERCOIN TARGETS SMALL CHANGE ON THE NET

CyberCash has teamed up with six major banks, including Nations Bank, First Union, First USA and PNC Bank, to offer an electronic payment system to Internet users who want to make purchases ranging from 25 cents to \$10. The system, called CyberCoin, will charge a just a few cents per transaction, making it economically more feasible than traditional credit card systems, which charge 75 cents for a 25-cent transaction. The availability of "micropayments" is a critical component in allowing publishers to charge for online information, say industry observers. "What this is really about is not selling old things more efficiently, but setting the stage to sell an entirely new set of products," says Paul Saffo of the Institute for the Future. "It allows you to buy things by the sip rather than the gulp." (Wall Street Journal 30 Sep 96 B8)

BELLCORE WARNS SMART CARDS ARE VULNERABLE

Researchers at Bellcore have discovered that applying heat or radiation to a smart card's embedded chip can make it vulnerable to reverse engineering, allowing the data on the chips to be stolen. Michael Smith, director of the Smart Card Forum, discounts the researchers' findings, however. He points out that smart card transactions require security passes by several systems, not just those on the card itself, and that exposing the card to heat or radioactivity would not result in repeatable faults, which would be needed for reverse engineering. "If what Bellcore says is right, that would mean you could bake 10 personal computers, turn them on, run a spreadsheet, and each one would show two plus two equaling five," says Smith. (Investor's Business Daily 1 Oct 96 A8)

NEW PROPOSALS FOR MANAGING THE INTERNET

Representatives from the Internet Society, the International Telecommunication Union and the World Intellectual Property Organization are meeting with others in Washington to make recommendations on the future of the registration process for assigning Internet domain names. One proposal, advanced by Anthony Rutkowski of General Magic, Inc., suggests that InterNIC, which currently assigns names, and the Internet Assigned Numbers Authority, should be merged into a new, nonprofit, international InterNIC committee, which would include a legal subcommittee to handle "trademark disputes involving domain name registrations and warehousing of names." Another proposal, put forth by Robert Shaw of the International Telecommunication Union, recommends turning the process over to a new entity that would embody a more formal legal and public policy framework: "The Internet can no longer ignore the real world because it is rapidly becoming the real world. Therefore, the challenge is to find the path towards an international balanced dialogue and legal framework while fostering the positive (and often chaotic) forces that have made the Net the wonderful success story it is," says Shaw. (BNA Daily Report for Executives 27 Sep 96 A25)

VERIFONE'S DIGITAL CASH MACHINE

VeriFone Inc. has developed a small electronic device that can turn a telephone into a dispenser of digital cash. Users can slip a smart card -- a plastic card with a computer chip inside -- into the little box, which is smaller than a paperback book and hooked up to the telephone. The box dials the user's bank, verifies the amount in the bank, and downloads digital cash onto the smart card. VeriFone, which has an installed base of five million credit-card verification terminals in businesses around the world, will try to persuade its merchants to upgrade those devices to accept the digital cash. (Wall Street Journal 30 Sep 96 B8)

UTILITIES TO OFFER FULL TELECOM SERVICE

Electrical utility Boston Edison Co. and cable and telecom-operator C-Tec Corp. are building a \$300-million data network to offer customers a smorgasbord of cable television, Internet access, and local and long-distance phone services. The network will capitalize on Boston Edison's already-installed base of 200 miles of fiber-optic lines, which is currently used for communications between its power plant and transmission stations. Customers eventually will be able to use the network to order electricity, home security, and monitoring for heating and cooling systems. (Investor's Business Daily 1 Oct 96 A9)

NETIZENS ASK, "WHERE'S THE BEEF?"

Yankelovich's second annual Cybercitizen survey has bad news for Internet entrepreneurs: "There are widespread complaints about reliability, value and usefulness," says a Yankelovich managing partner. "People are looking for a reason to stay." The survey reports a drop in average online time from 16 to 12 hours a month. Survey respondents reported that the online services they value the most provide frequent updates, quick downloads, and fast searches. The least useful sites included pictures, sound and bulletin boards. (Tampa Tribune 30 Sep 96 B&F5)

SPA AUDITS SUBSCRIBERS TO INTERNET SERVICE PROVIDER

After discovering that an unidentified customer of Intergate, a small Internet service provider in Marietta, Georgia, had created a Web page pointing hackers and crackers to sites containing serial numbers, codes, and programs designed to defeat copyright protections, the Software Publishers Association, a Washington, D.C. based trade organization, convinced Intergate to submit to an ongoing audit which would allow the activities of the company's 170 subscribers to be monitored for copyright infringements. Intergate president Jeffrey McGough said, "I'm an easy target. The legal issues take more time and money than I could ever spend," but argued: "It's ridiculous that the SPA would apply the copyright law this way. The knowledge is not illegal, the use of it is." One national Internet service provider, Atlanta-based Mindspring, said through a spokesperson that, although it cooperates with appropriate legal authorities, the company "could not agree to an audit that made us responsible for monitoring what our users put on their personal Web pages." (Atlanta Journal-Constitution 1 Oct 96 D3)

AOL TRIES TO GET NEW SUBSCRIBERS

AND KEEP THE OLD ONES

At the same time it is launching a \$300 million advertising campaign to attract enough new subscribers to boost its membership from 6 million to 10 million by next summer, America Online has admitted in a filing to the Security & Exchange Commission that, because of increased competition, it has had trouble retaining subscribers in the last year. The company believes that a new pricing plan offering 20 free hours for \$19.95 will be the solution to the subscriber retention problem. (Washington Post 30 Sep 96)

NETSCAPE FIGHTS BACK

Netscape's newest version of its Navigator browser, scheduled for test

release sometime this month, will enable collaboration among groups without the need for "groupware" software such as Lotus Notes. It will also make it possible for users to create multimedia e-mail messages and their own Web pages. The strategy is to continue persuading people to install Netscape's browser and to buy Netscape server software. "That's where the money is," says CEO Jim Barksdale. Still, Oracle CEO Larry Ellison is doubtful that this David will be able to win the battle against Microsoft's Goliath: "Netscape has no chance. They will be wiped out." (Business Week 7 Oct 96 p34)

EDUCOM'S CONFERENCE TO BE WEB CAST

If you're unable to be with us in Philadelphia next week for the EDUCOM'96 conference, watch selected conference sessions via the EDUCOM'96 Web Cast, produced by Apple Computer. Access is through the Educom Web site or the Apple Web Cast site < <http://live.apple.com/> >.

AT&T OFFERS DIGITAL VERSION OF ITS CELLULAR SERVICE

AT&T's new Digital PCS, a new digital version of its existing cellular phone service, will offer caller ID, voice mail and electronic mail, though it will not be providing genuine PCS (personal communications service) -- the new generation of digital technology that allows transmission at a higher frequency and with lower power than a conventional cellular network. Responding to competitors who complain that AT&T is not offering true PCS service and is merely trying to preempt competition, AT&T chief executive Robert Allen says that "consumers really don't care about frequencies; they care about services." A number of the competitor companies are planning to offer true PCS service months before AT&T is ready to offer it at the end of 1997. (New York Times 3 Oct 96 C1)

MICROSOFT GIVES AWAY ACTIVEX TECHNOLOGY

Microsoft has agreed to transfer control over its ActiveX file-linking software to the Open Group, a Cambridge, Mass. industry group, which now will be able to set the software's future design standards. The move signals Microsoft's realization that giving control over the software to an outside entity might encourage software vendors to use the ActiveX approach to creating software building blocks that can be arranged into customized programs and linked to Microsoft's desktop operating software. "Microsoft wouldn't be doing this if it didn't think it was in its best interests," says the president of a software consulting firm. Meanwhile, Netscape, Oracle and other software companies are backing a rival technology called Corba, which has also been shaped by industry groups. (Wall Street Journal 2 Oct 96 B1)

NETSCAPE LAUNCHES INBOX DIRECT

Netscape's InBox Direct software enables users to receive Web pages via the e-mail client contained in its Netscape Navigator 3.0 browser. The new technology means companies can send Web-page-type information to prospective customers rather than waiting for them to come to their Web site. Yahoo! And Clarinet Communications both have announced they will use the new technology to deliver information to their customers. Industry observers have pointed out that the proliferation of this technology could signal a new paradigm in Web marketing, but also warn that it could backfire, by bolstering the telcos' case for higher rates and increased regulation of Internet connections. (Interactive Age Digital 2 Oct 96)

CALIFORNIA SHUNS VIRTUAL UNIVERSITY

California will not participate in the Western Governors' "virtual university" project. Instead, Gov. Pete Wilson says the state may start its own program to create and market college courses through the Internet. He's enlisted the help of the state's three public-college systems, along with the

presidents of Stanford University and the University of Southern California, and executives from the computer, finance and telecommunications industries in the planning process. Unlike the Western Governors' project, the California venture will not seek separate accreditation. "The control of the academic offerings and the control of the curriculum would remain with the campus," says a CSU VP. "We do feel that faculty should be in charge." (Chronicle of Higher Education Academe Today 3 Oct 96)

APPLE SHOWS RECOVERY SIGNS

After three consecutive quarters of losses resulting from forecasting mistakes, manufacturing problems and various kinds of internal turmoil, Apple Computer is now confident that its reorganization efforts will return the company to profitability "no later than March." (New York Times 2 Oct 96 C10)

PC ANTI-FREEZE

There's nothing worse than seeing your computer screen frozen, unresponsive to either keyboard or mouse, with the latest version of your work still unsaved. Symantec's new Norton CrashGuard with Anti-Freeze can take the sting out of a Windows 95 software crash, offering a soothing message that tells you it's working on the problem. If all goes well, users can then save, quit and reboot their PCs. Symantec's Norton CrashGuard is available without charge at < <http://www.symantec.com/crashguard> >. (Investor's Business Daily 3 Oct 96 A8)

SILICON BEACH?

The state of Florida is going after the chip industry, hoping to lure microchip manufacturing plants to its sandy shores via tax credits and a \$15-million cash incentive fund. The details must still be approved by the state legislature, but government officials are optimistic the strategy will meet with approval. "Florida has been considered a second-tier state by the industry," says a VP at Enterprise Florida, a quasi-governmental agency that promotes business interests in the state. And while Florida faces stiff competition from other states after the same prize, the cash incentive program is considered unique. It ties in with research grants at state universities, which will match the grants with their own funds to provide engineering, research and other support for the companies. (Wall Street Journal 2 Oct 96 F1)

INTUIT SELLS INSURANCE VIA INTERNET

Intuit Inc. is now offering a service that allows consumers to gather information on life insurance costs and purchase their policies through the Internet. Quicken InsureMarket will expand later this year to include car insurance rates and policies. (Investor's Business Daily 3 Oct 96 A5)

SATELLITE DIGITAL TV IN JAPAN

PefectTV in Japan has begun the country's first digital satellite service, offering 57 TV channels and 4 radio broadcasts. With digital technology, high-quality images can be transmitted simultaneously over dozens of channels. (New York Times 2 Oct 96 C2)

TELEGLOBE CLINCHES AMERICAN LICENSE

Teleglobe has won a license from the U.S. Federal Communications Commission to operate as a global telecommunications carrier in the United States, putting Teleglobe on an equal footing with larger American competitors, including AT&T, MCI and Sprint. (Montreal Gazette 2 Oct 96 D1)

POWER TRAVELER'S NOTES

American Airlines will be adding power ports at first class and business class seats on some trans-Atlantic routes. The ports are 12-volt DC outlets

compatible with the universal cigarette-lighter adapter in automobiles.
(New York Times 2 Oct 96 C9)

ORACLE CHIEF THINKS NETSCAPE'S ON WAY OUT

Oracle chief executive Larry Ellison said an industry conference in Paris that its sometime-ally Netscape has "no chance of surviving." Predicting that Netscape's Navigator Web browser was doomed, Ellison said that "there will be no such thing as a browser in a couple of years," because browsers will have been replaced by central servers that will supersede current searching and messaging software. Netscape executives have suggested that Ellison is hoping to talk down the price of Netscape in preparation for a takeover attempt. (Financial Times 3 Oct 96)

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INFORMATION TECHNOLOGY CONFERENCE

The CAUSE organization's annual conference on information technology in higher education is scheduled for the end of this month in New Orleans. The conference will bring together administrators, academicians and other managers of information resources. For full conference information check out <<http://cause-www.colorado.edu> > or send e-mail to conf@cause.colorado.edu.

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Educom -- Transforming Education Through Information Technology

Memory Lane

Last Week's picture was of Charles Cherry, formally of Atari Corp. under Antonio Salerno. Charles was the front man.. for a short while, he handled all the problems Salerno and Leonard created.

He was correctly identified by Matthew Shore of California.

- Each week, we'll present a different new photo for our readers to identify.
- Tell us who or what is in the photo.. then send us your answer to: photo@streport.com
- The first correct entry will be published in the following week's issue along with the new photo to be identified.

Special Notice!! STR Infofile
Articles

File format Requirements for

File Format for STReport

All articles submitted to STReport for publication must be sent in the following format. Please use the format requested. Any files received that do not conform will not be used. The article must be in an importable word processor format for Word 7.0.. The margins are .05" left and 1.0" Monospaced fonts are not to be used. Please use proportional fonting only and at eleven points.

- No Indenting on any paragraphs!!
- No Indenting of any lines or "special gimmickery"
- No underlining!
- Columns shall be achieved through the use of tabs only. Or, column format in Word 6-7 Do NOT use the space bar.
- No ASCII "ART"!!
- There is no limits as to size, articles may be split into two if lengthy
- Actual Artwork should be in GIF, PCX, JPG, TIF, BMP, WMF file formats
- Artwork (pictures, graphs, charts, etc.) should be sent along with the article separately
- Please use a single font only in an article. TTF CG Times 12pt. is preferred. (VERY Strong Hint)

If there are any questions please use either E-Mail or call. On another note. the ASCII version of STReport is fast approaching the "end of the line" As the major Online Services move away from ASCII.. So shall STReport. All in the name of progress and improved readability. The amount of reader mail expressing a preference for our Adobe PDF enhanced issue is running approximately 15 to 1 over the ASCII edition. Besides, STReport will not be caught in the old, worn out "downward compatibility dodge" we must

move forward. However, if the ASCII readership remains as high, rest assured. ASCII will stay. Right now, since STReport is offered on a number of closed major corporate networks as "required" Monday Morning reading.. Our ascii readers have nothing to worry themselves about.

Many grateful thanks in advance for your enthusiastic co-operation and input.

Ralph F. Mariano, Editor
STReport International Online Magazine

Apple/Mac Section
John Deegan, Editor

Ads STR Feature

How to make adverts work for your client.

Ctsy Adobe forum

For ad creatives & marketing people about to spend their own money on print advertising. A short article about the rules that have governed page layout through the centuries, yet get routinely broken in the ad world & how to use the rules to make ads pull. The following few paragraphs will upset most "Art Directors" and some copywriters. They are about rules.

Not rules set out by any one person, but by several centuries of page layout men, old grey-beard typographers who did it this way 4-500 years ago... those same rules still apply. For about 2% of layout staffers this item will be of no use. These guys are in mail-order, or are the 'old sweats' of the industry. Creatives don't like constraints. Especially if they're contrary to their own practice & put limits on their self expression. Much "General Advertising" seems to be about art. I talk to many advertising creatives and they consider me picky.

They want to 'create'. OK, usually because it's not their ad money being spent. They want to create art. They're what we might "Ads for arts sake" fraternity, its these 'creatives' that will stop reading right here. It's these 'creatives' that most need to read this. If asked, they'd say their job is to make things look good. Wrong, advertising is firstly about communication, that's their real job, few art 'creatives' see themselves only as performing this role. Yet that is what they're paid for. OK, if it happens to appeal to the eye, well that's fine. . . but remember your client would rather see an eyesore & the sales go skyward.

If you consider yourself a creative, then consider this:

If it were your advertising money, would you design adverts that break so many of the 'rules' ? I think not, I think we'd see very different ads. Ads that all follow the same proven layout rules. OK, they would all look the same & perhaps it would be a poorer less diverse world for the reader if all layout staffers knew their jobs. And fortunately (or unfortunately)

depending on your viewpoint ie whether it's your money, most ad layout staffers don't. The rules are broken most of the time by those that should know better. For 98% of you it's not a question of a radical or even informed breaking of the rules, you simply don't know them.

And... you're getting away with it because you customers don't know them either. They leave it to you. . . the expert. And if you don't know them, you don't know your job. Well. . . you were warned, you wouldn't like this.

It's "Ads for arts sake"

This school of advertising may work if the spend is high enough. I still question it. If all advertising communicated quickly to the prospect what there is in the product or service for the reader(ie the person No.1 in their affections), we'd have more effective ads. If all ads, even the big spends followed the standard layout tricks, and showed the benefits of purchase right from the starting gate, the message would get through quicker.

So, why aren't ads written to work straight out of the starting gate? Usually because the graphics staffers don't really know what is proven to work. Ask these, er. . .professionals why they have put a layout element there and not here and they'll will answer, "Because it looks best that way."

If it were not for the third-rate 'Art creatives' many clients would start to reap the rewards quicker. Instead of the old 'chestnut" get-out line, we've "built the brand" sales & profits would actually go up. Now. . . that would be "creative". Dare I say art. It's high readability we want. High readability is an art-form.

How mail-order cuts through the arty theories.

We'll get to the rules in a minute, but before we do, think of the world of MO. In MO 'creatives" that don't know the rules get found out pretty quick. I firmly believe 95% of advertising creatives are kept from the dole queue because their clients do not require a direct response (a coupon/tel no/response code) device in their work. Arty theories are fine in art & literature, but shot down by the pull in mail-order & direct response.

Mail-order, is advertising in pure form. Undiluted. It's brutal. The rules were set by the mail-order grey- beards of the 1920's & it's layout by the scribes of the 15th century before them, tested by the likes of Ogilvy & Caples. They haven't changed, because people haven't changed. They still respond to the same basic emotions, so they have to appeal to those same basic emotions. Don't let the Mac fool you into thinking things have changed that much. The emotions are the same & the eye hasn't changed with what it finds easy to read. Just because you can do some trick on a Mac, it doesn't mean you have to. You have to get that headline read. Its 85% of an ad.

"Advice" to copywriters:

When you are assigned to write an ad, write a lot of headlines first. Spend hours writing headlines or days if necessary. If you happen to think of a headline while walking down the street or while riding the bus, take out pencil and paper and write it down."

John Caples

"On the average, five times as many people read the headlines as read the body copy. It follows that, unless your headline sells your product, you

have wasted 90 percent of your money."

David Ogilvy

Dare I venture to use those nasty words "sales & profits" again? Sorry, ads have to pay. The rules weren't set out on my whim. I would not be as presumptuous, but on the millions of dollars spent, before I was a father in my twinkle, in the hey day of mail-order. The Sears catalogues and their ilk, & the stuff done in the 40's & 50's. They have not changed and in truth were borrowed from the newspapers of the time. The press still use them now. The big MO houses still use them.

To ignore any of these rules is to drop readership. To drop even one rule is to drop readership and waste advertising money on an arty whim. We leave art for the Galleries. "So what" I hear you say, "only a 1-2%" drop in readership" Sorry, but that's 3-6% over three ads. And the corresponding loss in coupon returns. Over a big ad spend that's one big chunk of cash, thrown away by a 'creative'. Profit or loss. Jobs or the dole queue. Not to stick to them is to waste ad money. People break them routinely and still expect their employer's pay cheque. Wasting the company's money deserves a UB40. The rules can be broken, if the spend is big enough (it's here that incompetence is not noticed, because if the spend is that high, it'll work in the end anyway, but take longer), but MO/DR ads have to "hit the deck running" So, these rules are set in stone.

THE RULES

Headline under picture layout

The ultimate layout. Headline under picture. Body under headline, coupon at the right hand bottom corner. There has to be a very good reason not to stick to this, and space aside, I haven't thought of it. The eyes track the picture first. It drops to the headline, and if interested goes to the dropcap on the body. The body leads you to the coupon. Its logical. You were taught to read downward. Readership goes up another 1 or 2%. Any other layout, that art directors "create" has the eye popping up & down, or side to side or worse around the page, losing readers as it goes. The usual sin is to put the head reverse out above the picture. (if you've ever broken this rule you're in the 98% Sorry) Advertising must shout for attention. Communicate easily & quickly. People know they're being sold to, prospects will not automatically read copy, as they do editorial. We cannot take readership for granted. Fight for it.

Quote marks

All heads have quote marks, we're talking to our prospects. Not writing to them. The time-served MO lads can prove the pull with this one. ie "How to win Friends & influence people" (the killer headline of this century from a 40's and 50's MO ad. . . by Caples)

Reverse out

No reverse out. Reverse out makes the box stand out, not the copy. People don't read boxes. Whatever you do in reverse out, will shout louder if it weren't. From childhood, the eye reads black on white, it's how you were taught. We want readership. Try reading a whole book reverse out. You can't. Yet its advertisers that commit this sin. Why do news papers editors know this and ad agencies don't. You don't see editorial put front page buy-line heads reverse out. Cos, they know, it doesn't sell papers.

So head & body is black on white, or better still black on yellow. (the most visible & memorable of all, after all, why is a wasp this combination? Survival. The ad must survive too. Do not bury the copywriters sweat in arty typography. All rules have an exception. To conform to advertising standards, editorial sometimes requires the words "advertisement feature" We like this white on black. Set upper-case. This is the exception. Good editors know what you're doing, but they let it pass!

Another exception is theatre programs white on black in poor light, but until the London Times is set white on black this is set in stone.

Upper-case/lower-case

As a child, you were taught to read lower-case, the eye can be shown the top half of lower-case letters and still read. The only place in advertising for upper case is the prospects name & address. The PRINT BLOCK CAPS request in the coupon. Old road signs were set upper-case, For safety, a road sign must be read quickly in poor light. It had to change, we see them set lowercase now. The eye sees the shape of the word. In the UK today, they're reverse out for two reasons, but in advertising we rarely have to worry about reflective coating problems & route identification priorities! Break this one and you lose 1-2% readership.

Typography

Serif faces for body. Sans if you really insist for subs & logos only. I assume I don't have to explain why.

The Mac: Don't jerk around the work of Garamond, Bembo, Bodoni, Goudy, Didot, Palatino etc. These grey-beards knew more about typography than most will ever know. Faces like these are classics for a reason. They work. The proof of this is that, two, three & four centuries later, we know their names. Don't you dare argue with 'em.

So, don't horizontal scale a font. It'll trip up the eye & 1-2% of readability is lost. Editorial can do this, but rarely do: readers don't know what's happening. They blame the trip on themselves & they continue reading. There is no such luxury in the world of ads. So, if you couldn't do it in leading 100 years ago, don't do it on the Mac now. You've messed with the fundamental design of the font. You stop it working. There is a relationship between stress ascenders, x-height etc that you can't play with. If you have to scale, never more than 96%. So. . .

Use a narrower measure instead, Goudy, Times or Modern.

The Mac is responsible for the death of readable typography. The time served craftsmen typographers have gone & Mac operators think it's a mouse click. Wrong. Good typography props up bad copy. It makes good copy a delight to read. Readership goes up another 1 or 2%. Use Monotype/Linotype fonts if possible. The other "foundries" usually have a bad cut & trip the eye. Advertising sometimes needs more radical typography to establish identity. But use it with caution. Remember, it's communication we're talking about here. So, keep tricks to the logo and 1-7 word subheads. Not body or the all important headline.

Ads must look easy to read or they'll drop readership.

If you want to see top-line, easy to read typography, pick up any tabloid. You'll see, accurate easy to read typography. It has to be that way, their

readership is not too bright. It's broken up into neat packets. Not a mass of text. Even if the media is the FT & the Wall St. Journal, you'll still see it. It sells newspapers. Don't dare argue with that either. The advertising world could well imitate these time-honoured techniques. We want readership, make it easy for the prospect.

Borrow another trick from the newspapers: Keep line lengths down to the 7-8 word optimum.

Two reasons:

1. The eye has to track less on the return, thus making for ease of readership
2. It's a newspaper trick for getting long copy in restricted space.

In MO space is money. Landscape layouts give room for more copy, because they allow 2-3 columns of text. Portrait gives 1-2. So, if it doesn't fit, try landscape. Increase leading before increasing the point size. Type is made more readable with more lead So, increasing the lead first.

Drop Caps

From before Gutenberg, before the printing press, medieval monks used this trick. 7-800 years will not be argued with. Newspaper editors have used this trick. Consider for one moment why. Get the eye into the body. To not use a drop cap would be a sin. Readership goes up another 1 or 2%.

Soft leading

Use more leading for the first two to three lines of the first paragraph. This takes the eye to where you want it to go. That's the art directors job. To flag up the copywriters "sweat" and get it read. It has the affect of making the copy look easy to read, no one wants to wade through something when they know its a sales pitch. Good art direction is good communication, not pretty pictures. It is not to make things look nice. The ideal direct response ad looks a 'dogs dinner', and pulls the eye into the copy as a result. This is why all the long running (ie successful) MO ads look awful. Good copy is slavery. Lead the readers eye to it & get your copywriters work read.

Indent first line of all paragraphs

..... It's an editorial trick. Keep the eye moving. Stuff the current fashion, it's laziness, not fashion. The readers eye is lazy. When it gets to the end of the previous paragraph, be sure it hasn't too far to go. Indent first line of all paragraphs. Readership goes up another 1 or 2%. There is no more effective way to keep the eye moving & keep communicating the author's message.

All pictures captioned

It's an editorial trick ignored by most Art Directors. If the reader does nothing else, they will look at the picture(s) and read the caption. Very important. Captions insight the readers interest to read more. All pictures must be captioned or watch the coupons stop. That's the art directors job. I don't want to repeat this, but leadership goes up another 1 or 2%. Yet, why oh why, do I see this sin repeated time & time again by third rate art directors. Idiots.

Long benefit laden copy

The idea that people don't read long copy has always amazed me. No one reads rubbish for long, but, people will read any amount if they want the information. The adage, the more you tell, the more you sell, holds fast now, as it always did.

Use the active voice.

Compare:

- The letter was sent by the secretary. Passive voice
- The secretary sent the letter. Active voice

They both communicate the same information. The active voice, however, is more concise; it specifies who is performing the action and what is the object. The passive voice is wordier and frequently less clear.

All space must be accountable.

Space costs money. It must earn its keep. If an Art Director can't justify how & why every sq. inch increases sales, it probably doesn't. They like white space, OK, but around the headline please. An ad is 80% head. Give it room. Plenty of space to fill in the coupon.

Big coupons: big response. Make the dotted line go right round the ad if necessary. Coupon at the bottom edge. Easy to cut out. Make sure you can write a long address in the space. A large coupon is a larger call to action, as is a scissors graphic. The words "cut here" do this too. Tell the prospect what you want them to do. Don't be shy. Right hand pages pull more than lefts, always have done. Design the coupon to be cut out from the bottom right. Not from the gutter.

Space

Full pages are inefficient. Double spreads worse. The MO houses never use them unless they have no other way to show a product. Full pages are bought by 'brand managers' of the big corporates, it's not their money after all, and there's no coupon, so they won't get caught. Full pages cost nearly double, but don't double response. Usually only 10-15% up on a 1/2 page. It is better to buy 2x1/2 page slots and increase coverage. Returns prove it's better still to buy 4x1/4's (if copy can be made to fit) 1/2 pages do not produce twice the coupons as 1/4's. Smaller ads don't pull as well, but don't have to, the space is cheaper. 1/4 is the mail order optimum, that is why you see it the most in MO. General advertisers buy full pages because ad reps sell them full pages and for reasons of prestige or whatever. Usually because they have not seen MO coupon return figures and it's not accountable anyway. MO advertisers only buy the space that pays. Something to do with different horses.

The "Originality cult"

Copy everybody. Yes, that's right. Learn the above rules and copy them. Why, because they work. Copy other peoples work if it works. I hear you hold up your hands in horror. I've heard your thoughts before. Creatives want to be original. There is an "originality cult" amongst all too many of creatives. Rosser Reeves says "Originality is the most dangerous word in advertising." Hear, hear. Pre-occupied with originality 'creatives' pursue something as illusory as swamp fire. Benton & Bowles would say "If it doesn't sell it isn't creative" Mozart said: "I have never made the slightest attempt to compose anything original" You might of gathered by now that in MO we

don't like the word creative. To paraphrase Rosser Reeves again:

"Do you want masterpieces, or do you want the sales curve to go up?"

So, use what works and tread very carefully if its not proven. But then for 98% of you its not your ad money! Which explains why ads are like they are!

There's more, but I can tell you're bored/upset now.

But if you're not, there's further reading: Ogilvy on Advertising : David Ogilvy: Pan Books

Kids Computing Corner
Frank Sereno, Editor

The Kids' Computing Corner
Computer news and software reviews
from a parent's point of view

Infopedia 2.0
Windows 3.1 And 95 CD-ROM
MSRP \$39.95
For Ages 8 to Adult

SoftKey International Inc.
One Athenaeum Street
Cambridge, MA 02142

Program Requirements

OS:	Windows 3.1
CPU:	486SX/25
HD Space:	1 MB
Memory:	8 MB
Graphics:	640 x 480, 256 colors
CD-ROM:	Double-speed
Audio:	8-bit sound card
Other:	mouse, printer optional

reviewed by David H. Mann

Infopedia 2.0 is a wonderful reference tool created by SoftKey International Inc. It contains the following works: The 29 volume Funk and Wagnall Encyclopedia, the Hammond World Atlas, the Merriam Webster Dictionary, Merriam Webster's Dictionary of English Usage, Merriam Webster's Dictionary of Quotations, Merriam Webster's New Biographical Dictionary, The World Almanac, and Roget's 21st Century Thesaurus. All these are integrated into a true multimedia platform. It works with Windows 95's autoplay function, or with Windows 3.1 with some limitations (the Tour Guide won't work from within the program, "big deal").

One might say why would someone need that much information? One might say that if he worked in a library or if he didn't have to commute to several to get information for a term paper or a report for school or business. With this tool you can get a report, any quotations, a description of an area and

its population along with its rainfall and native animals or insects. The Infopedia is also very complete and accurate in its descriptions. It is not watered down like some CD-ROM Encyclopedias that look good and are very flashy, but lack real content.

You can copy text or pictures into the Windows clipboard and paste them into your favorite word processor or you can print the text or pictures directly from the Infopedia. You can use the Browser to point and click on a subject. You can also type the subject you want into the Follow Me field and view a list of all the books that have entries on the topic. The Follow Me section is also character sensitive. As you type more characters, the search will be more precise. The Index View allows you to search subjects by index. The Media View allows you to view all media including sounds, videos, and animations. The Search View allows you to do a concise search. It lists all the books containing a single subject. You can do an expanded search by using multiple related subjects and get a listing of all books containing the combined subjects. The Book View gives you a picture of each book in the Infopedia along with its table of contents to give you the feel of using a real book. The Subject View allows you to search items by subject. The Project View is the greatest feature of the Infopedia. You can gather a number of subjects related to a project and the program will generate a printed report including a timeline, bibliography, and listing of all text related to the subjects you selected. All you add is the title, name, time, and date. The Word Processor Link (if you have Microsoft WordT) will scan WindowsT and ask if you want it installed. It allows you to use the Infopedia as a tool of Microsoft Word, for definitions, phrases, or spelling. Intelli Link lets you use any other Intelli Link product made by SoftKey as a reference tool with Infopedia. There is also a context sensitive help feature included in the package.

The Infopedia is the best reference package for the PC that I've seen to date. With its extensive subject matter and ease of use, you won't find one package that contains the information or the features in this one. It is the ultimate encyclopedia and reference library.

Spycraft The Great Game
DOS/Windows 95 CD-ROM
MSRP \$49.95
For ages 13 and up

Activision
P.O. Box 67713
Los Angeles, CA 90067
310-479-5644

Program Requirements
OS: DOS 6.0 or Windows 95
CPU: 486DX2/66
HD Space: 30 MB
Memory: 8 MB
Graphics: 640 x 480, 16-bit high color
CD-ROM: Double-speed
Audio: 16-bit sound card
Other: mouse
Optional: 14.4k modem, Win95 Web Browser

reviewed by David Mann

Spycraft is a collaboration between Activision, William Colby (the late, ex-director of the CIA), and Oleg Kalugin (former KGB Major General). This is about as real as gaming gets. With its collection of wonderful high tech toys, challenging scenarios, moral and ethical dilemmas, spies and counterspies played by real actors (that you recognize from theatrical movies) in real video, you become virtually CIA.

You are Thorn, a good but not great CIA operative, who is suddenly thrust into the head position of operation Eagle Shield because of the death of the former team leader. Someone has assassinated a Russian Presidential candidate and intelligence says our President is next. As head of Operation Eagle Shield, it's your job to find out who did it, what they used, why they did it, who is behind it, and then stop them. Your ethical and moral dilemma is how to accomplish this. Do you coerce and trick the bad guys, or do you use brute force to beat and torture them until you get the information you need? Remember, our President's life is on the line!

As you progress in the game, you pick up tools (wonderful toys) to help you get through each part of your mission. The Kennedy Assassination Tool (K.A.T.) uses three-dimensional models and real photos to measure trajectory and impact points to line up a path to the shooter. The Mix and Match uses digital drawings to get a composite of the shooters face and match it to one in the data base. Now you have him! Next you have to find out the weapon he used, who helped him, and most importantly where he is. You will pick up other tools to help in this matter including a weapons analysis tool, voice analysis, and a cryptography to decode secret messages. You also pick up dossiers on your opponents to learn their habits and level of expertise. There is also a PDA called Intelink that keeps Thorn in touch with the team, his superiors, and all facets of law enforcement via e-mail, video link, and video messages. And if you are very, very good at what you do, you then meet with William Colby to learn that one of your own team is a traitor.

Spycraft follows a linear format, meaning each solution leads to a progression into the game. Some puzzles are easy while others are very difficult. The game will kick you out if you mess up, so save your game often. There is also a link to the Internet so that multiple players can compete. Some video in the game is pretty gory, but there is a parental lock out in the installation.

Spycraft is a great game because the video interspersed with thought-provoking scenarios and great toys gives you the feeling that you are in the spy game for real. It's what multimedia was meant to be.

For Immediate Release

Corel Corporation Reports 1996 Third Quarter Results

OTTAWA, ONTARIO--September 25, 1996- Corel Corporation today announced results for its third quarter of fiscal 1996. Total revenue for the quarter ended August 31, 1996 was \$84.9 million, an increase of 37% from the \$61.9 million posted for the third quarter of fiscal 1995. This translates into an after-tax net loss of \$3.2 million or a loss per share of \$.05.

"It was unfortunate to face a shipping delay in the third quarter, but we're optimistic and enthusiastic heading into the fourth quarter," said Dr. Michael Cowpland, president and chief executive officer of Corel Corporation. "CorelDRAW 7 will be a significant and powerful upgrade for our graphics users. Already, beta testers are commending the speed, productivity, precision and power that CorelDRAW 7 brings to their desktops."

"Corel VENTURAT 7 is also positioned to be a strong desktop publishing upgrade with our in-house Barista technology bringing HTML and Java PoweredT applet conversion, and the product's ability to publish documents to paper, to the World Wide Web and as portable electronic Envoyr files," said Cowpland. The company also plans to release five or more multimedia and medical series titles and it will continue developing its recently announced PDA (Personal Digital Assistant) as well as its Corel Office for JAVA which will be available for preview shortly--directly from Corel's web page.

Corel Acquires Numera Source Code for Corel Visual CADDT

OTTAWA, Canada - September 26, 1996 - Corel Corporation announced today that it has acquired the source code and distribution rights for Corel Visual CADDT from Numera Software. Corel will assume immediate responsibility for the future development of the product. Numera customers can find additional information on CorelCADT products by visiting <http://www.corel.com> or by calling 613-728-0826 x1342. Independent Software Vendors (ISV) who have relied on Numera are encouraged to join Corel's CAD ISV Program by calling Corel at (613) 728-0826 x1090 or email CADISV@corel.com for more information on continued support and programs. Corel customers will experience no change to service or support.

"With the Corel Visual CADD source code, we will be able to build on the excellent standard set by Numera for the CAD industry. Corel Visual CADD and CorelCAD together enable us to provide the industry with complete drawing and drafting solutions," said Dr. Michael Cowpland, president and chief executive officer of Corel Corporation. "We particularly look forward to forging new and lasting relationships with Numera's valued ISVs."

Corel Visual CADDT

. Corel Visual CADD, professional design and drafting software for new and experienced CAD (Computer Aided Design) users, is a native Windows 95 and Windows NT application. Its fully customizable and open architecture make it easy for architects, mechanical engineers, civil engineers, and other professionals to create custom applications using any standard Windows programming language.

CorelCADT

CorelCAD is a 32-bit design tool that allows easy, accurate modeling of real world objects in 3D and gives PC users the flexibility to conceptualize, construct and revise product models and prototypes. With its native 32-bit architecture, CorelCAD is designed to take advantage of the speed and memory management enhancements of the Windows 95 and Windows NT operating systems. Superb management features, print capabilities, along with dimensioning and 2D drafting features round out the program.

Corel Corporation

Incorporated in 1985, Corel Corporation is recognized internationally as an

award-winning developer and marketer of productivity applications, graphics and multimedia software. Corel's product line includes CorelDRAW, the Corel WordPerfect Suite, Corel Office Professional, Corel Video and over 30 multimedia software titles. Corel's products run on most operating systems, including: Windows, Macintosh, UNIX, MS-DOS, OpenVMS and OS/2 and are consistently rated among the strongest in the industry. The company ships its products in over 17 languages through a network of more than 160 distributors in 70 countries worldwide. Corel is traded on the Toronto Stock Exchange (symbol: COS) and the NASDAQ--National Market System (symbol: COSFF). For more information visit Corel's home page on the Internet at <http://www.corel.com>.

Corel and WordPerfect are registered trademarks and CorelDRAW, CorelMEGA GALLERY and CorelVIDEO are trademarks of Corel Corporation or Corel Corporation Limited. All products mentioned are trademarks or registered trademarks of their respective companies.

Dole blind to truth??

About the upcoming election..

An opinion
by Ralph F. Mariano

The country is about to elect a President. We are being bombarded with a bunch of goofy ads by candidate and Ex-Senator Dole & friends.. "Photo-Ops" they're calling them.. It would appear Dole or, his advisors and planners have a very serious memory problem when it comes to Photo Ops or as it should be called. GRANDSTANDING.

Let's go back a few years and take a good look at the REPUBLICAN TACTIC of Photo-Ops..

Reagan Campaign.

Carter, a Democrat, is up re-election.. There are US Hostages in Iran for some time now. What do you know. The Ayatollah would rather take his chances with a green President than continue his confrontation with Jimmy Carter. Carter fought for a hard bargain. and won. So what happens?? The military blows a shot at freeing the hostages and Carter takes the heat. Meanwhile.. Songs are sung in the background, murmurs and rumors are made about a pending hostage release right around election time... Reagan is elected and within a few days the hostages are released. Quite a plan Stan?? Whom do we find taking ALL the credit for the release?? Why the Republicans and Ronnie "Jellybeans" Reagan.

Reagan Administration.

The Monroe Doctrine.. How many of you have heard of it and understand it?? Anti-aggression treaty among the American Countries.. essentially the Western Hemisphere. Really?? Is that for everyone except the Republicans?? Don't you DARE mention the Sherman Anti-Trust Act. Why not start asking question about the real owners of many of the old, familiar companies we all recognize and have been doing business with for generations.

Bush Campaign..

For George Bush.. This sez it all... "READ MY LIPS. NO NEW TAXES!"

Bush Administration

First thing done is pardons and sealed issues in most all questionable areas. Young Bush is exonerated in the Savings and Loan Banking scandals. How many know Bush was.. at one time, the HEAD SPOOK at the CIA? Like during the times the CIA is accused of bartering drugs for guns and other political favor in South America? What about all the talk of the CIA Texas Tower transportation routes used in bringing in contraband into the Gulf States? Talk about closets filled with skeletons.. Lets start with Bobby Seale, Vern Jones and a slew of other CI's the administration cold shouldered and allowed to become sitting ducks? Was it because they knew TOO much? You know like Noriega?? He worked as a CI for years for a number of government agencies.

Is it any wonder most nations in the world do not trust the USA. Someone ought to tell the Republican Flesh Eaters. that actions speak far louder than mere words.

REPUBLICAN PHOTO-OPS

- ' • Ever hear of Noriega and Panama? What would happen if a Nation's military stormed Washington DC and forcibly removed the President to stand trial in their country??
- ' • Ever hear of Iran Contra? What about pouring billions into the pockets of insurgents in South American countries to facilitate the overthrow of the existing governments then in power? Why was it only Ollie North and Admiral Poindexter who did this? They took the blame. Reagan and Bush knew every detail because they were part of the White House Conferences and briefings.
- ' • Ever hear of Granada? A full force Naval Assault upon the shores of Granada because they're getting an International sized Airport FREE from Cuba's Castro?? We invade to stop the Airport's construction and free hostage students?? Really?? Medical Students held hostage?? GRENADA?? Hard to believe.
- ' • Desert Storm!! Was it really necessary?? Was Saddam Hussein possibly encouraged by certain US actions and re-actions into grabbing Kuwait? Many think so and the speeches of the US Ambassador to Iraq stated so when she addressed the UN and then resigned. Bush attacked for too early. the WAR was over way before his re-election campaign began. Had he run for re-election immediately after the "victory" he'd be president now. Now, we hear of the Desert Storm Syndrome. Syndrome my foot! The US GIs were subjected to experimental drugs and inoculations. They were made into experimental lab units all over again the same way they were in the fifties during the A-Bomb experiments. The fact that experimental drugs were being administered to the Troops by the then REPUBLICAN Administration was NOT going to be listed on their Service Records. That is until a certain very honest Southern Congressman was made aware of this fact. Letters were exchanged between the Congressman and the Veteran's Administration. The outcome was a letter from a big Whig in the VA stating that the inoculation etc.. would now be appearing on the service people's records. Can you imagine where all those VETS would stand now, if they had no record of such inoculations on their service records? Anybody care to see copies of the letters?? The originals are available too.
- ' • Ever hear of Haiti?? I lived and worked there for six months. We

invade Haiti after we bully and threaten the existing governments (2) to get out or else.. Then we place our choice in power (Aristede) and proceed to empower a slew of our appointees from the US to setup and regulate the Police

etc. We're still there and its costing the US taxpayers millions. But wait its not the first time!! We did the same thing back in the early nineteen hundreds. In fact, Haiti's paper currency is the only foreign country's money that's backed by the US Treasury. Get a piece of paper Haitian money. read it very closely.

Now then.. Ex-Senator Dole, Candidate etc., shall we continue to talk about Photo-Ops???

Friends.. Dole's campaign ads have been nothing but flatulent chatter with mostly no basis in fact. Is this the type of double talk artist we really want in the White House?? I think not. Besides, We need a highly educated President and Vice President. we have that now and its working. The Internet is growing wonderfully. The economy is strong and the National Debt is Down by almost fifty percent. In all the Republican Years since Jimmy Carter.. Can the Republicans say the same?? The Internet was there.. But the Republicans were, no doubt, fearful of the rapid connectivity and communicative abilities the US Citizens would enjoy. The National Debt was there. and the Economy was too. they were virtually morose in their behavior. Becoming worse with every passing month.

Typically, every ad is slam against Clinton personally. how very intelligent! Perhaps Dole & Co. have nothing factual relative to the issues facing the US citizens to debate in the ads?? What is it the Dole & Co. crew have to fear so much that they insisted on freezing out Ross Perot?? I always thought this was a free country. Dole & Co. have proven to me it is not. If the right political judicial strings are pulled. anybody can be silenced. I am ashamed for and of Dole for the way he and his intellectual buddies running the debates froze out Perot. Its wrong and in the years to come its occurrence will stink worse with every passing day. The act itself could very well be Dole's complete undoing. That is, if Kemp or Gingrich don't sink him first.

Clinton and Gore. Good for FOUR MORE!

Gaming & Entertainment Section
with Atari User Support

Editor Dana P. Jacobson

From the Entertainment Editor's Desk

"Saying it like it is!"

Lots of news for you this week and little time to tell you about it. Time, and still being a tad under the weather has limited my "thought processes" for another week. It's really disappointing, but those are the breaks. Let's get to the news and hopefully the only bugs I'll have next week will reside in my computer.

Until next time...

WWW Wares STR Infofile

New STiK upgrades

Just a quick note to say that there is a load of stik updates now available on my www page. The original WWW package is no more. Everything is released separately and there is a new install program to install everything into one neat directory structure for you. The updates include the following:

Cab 1.41
STiK 1.11
Cab.ovl 1.20
Finger 1.21
AtarIRC 0.61
cache ed 0.5
and www install 1.00

Have fun. New programs will be appearing from now on when they are ready for release. No waiting back for other programs to release new www packages although a cut down www pack including stik/cab/cab.ovl will be appearing from time to time for the people only interested in the web.

Nick.

Nicholas Flinham
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Http://www.flinny.demon.co.uk

Visual GFA STR Infofile

Face Value NOW shipping in North America!

PRESS RELEASE

FACE VALUE - "Visual GFA basic" for TOS computers Visual GFA programming is now a reality. As the first GEM program generator for GFA Basic, Face Value will create fully featured, solid, multitasking friendly programs almost at a click of the mouse. It will revolutionize GFA programming. Now you can devote your programming time to the task you set out to solve, and not spend weeks - or even months - on creating a modern GEM interface yourself. Face Value will do that for you.

How do you work with Face Value?

The program design is done in a resource-editor. Here you decide how the program will be presented to the user. Face Value will then load the RSC-file and write a complete, ready-to-run, solid GE-program LST file. All you have to do is merge your own routines, and "connect" them to the Face Value-written code. This is easy to do thanks to Face Values well commented source code. The development time for your programs will be radically reduced, and as a lot of effort has gone into ease of use, even relatively inexperienced GFA programmers can now create first class, professional GEM programs.

Some features of the program:

- * Windows with toolbars or toolstrips (as seen in modern document processors or paint programs)
- * Menu bars in windows (Toolbox windows that will work in the

- background)
- * Modal and non-modal dialog windows
- * Animated icons (even with samples)
- * Animated mouse pointers
- * Realtime scrolling popup listboxes (radio-, check- or menu listboxes)
- * Radio- and menu image popups
- * Multiline radiobuttons (round) and checkboxes
- * Windowed progress indicator or animated busy-dialog
- * Number scrollers for numerical values
- * Switchable Menu bars with automatic shortcuts
- * User windows with graphics or text (or both)
- * Custom desktop that can be installed/deinstalled "on the fly"
- * Alerts in windows - with standard, custom or animated icons
- * Iconification on all systems
- * Can run as accessory, just rename to *.ACC
- * Intelligent ST-Guide support (context sensitive calls to ST-Guide, automatic generation of ST-Guide sources for documentation of the menu bars and dialogs)

You can also pick & choose from Face Value's expandable library:

- * Fontselector support (xFSL)
- * Full Selectric support
- * Drag & drop support
- * GEM clipboard support
- * GDOS (all types) support
- * Command line support
- * Off screen bitmap support (with eDVI/NVDI 2.5+)
- * Load & save IMG
- * and more...

What are people Saying?

"ST Format seal of approval - 90%" (august 96): "If you want to give your GFA Basic programs real 1990s interfaces, then Face Value is a must." - 90%

ST Computer: 5 of 5 mice! (january 96): "Face Value - das ist eine

Revolution furGFA-Basic-Benutzer....Und die ist jede Mark wert." - 5 out of 5 mice. (high points for those of us lacking German language skills: 5 of 5 rating, A Revolution)

What do I get?

The program and detailed reference are in English, and are supplied with a printed English introduction,. The reference and documentation is in ST-Guide format. Example programs are included. The on-line help System ST-Guide is included on a second disk. You must supply GFA interpreter 3.5 or 3.6 and a resource construction set (ie. RCS2, ORCS or INTERFACE) these programs are NOT included with Face Value.

How do I get my copy?

The North American Version of Face Value is distributed by Systems For Tomorrow, with Technical support provided by our new software division:

Kordes Development. The North American version of Face Value is available NOW for only \$69.99. Dealer Inquiries invited.

To Order, call (800)875-4943 (US/Canada Orders Only) or (816)833-4738.
Or send E-Mail to sft@sound.net.

In Europe contact: Columbus Soft at 0049-6151-94383-0

Atari Computing Updates STR Infofile

Atari Computing magazine - North American subscriptions

The first issue of Atari Computing should have "gone to bed" by now; I regret that I couldn't make an announcement earlier, due to the net.gremlins eating the email, but...

I can now tell you that the magazine will run US\$8 retail per issue, including postage. Subscribers may have the cover disk emailed to them, or for 50 cents extra per copy, a disk may be included in the surface mail, as you prefer. If I can, I hope to drop the extra charge per disk eventually - it will depend on the volume more than anything else (and finding a whole bunch of blank disks really cheaply!).

I am accepting subscriptions now for 3 or 6 months (US\$24 or US\$48); for the moment, I can only accept checks or money orders, but a credit scanner is hoped for soon.

Distributor inquiries are welcome.

My "ther" address:

Rich Tietjens

8495A SW Hemlock

Tigard, OR 97223

ATARI COMPUTING - the new 60 PAGE printed magazine for all Atari users
NEWS - GOSSIP - FEATURES - REVIEWS - HUMOUR - HOW TO DO IT - Q&A
email for subscription details and further information
Europe: acg@coconut.demon.co.uk /\ North America: atari@teleport.com

Out Takes STR Feature

Atari Built IBM's Preferred Computer...

By Jim DeClercq

As is not unusual when a big company undertakes to build a new product, IBM moved the technical management and engineering staff for its proposed personal computer about two hundred miles away from the home office, to prevent interference in the creative design process. Sometimes this works. Rob Lowe and his engineering staff had investigated what was available and had decided on the latest Motorola chipset, as easiest to program for, (National had the most powerful instruction set) and an operating system featuring something called GEM as the top layer -- from Gary Kildall of Digital Research.

That is what highly-skilled technical people thought a personal computer should be. But two things were to interfere with IBM's building a good machine. First, when IBM people of suitable stature to deal with a company president went to talk to Gary Kildall, he was not at home. He had decided to do something more fun than talking to IBM, and had taken his airplane up for a spin. His wife Dorothy, quite correctly, declined to sign IBM's one-sided confidentiality agreement; Gary simply never returned IBM's phone

calls.

Then IBM bought Intel stock, as an investment, and their accountants decreed that the new computer should have an Intel chipset; those who knew better did not complain; after all, the support chips for the Intel chip were cheaper. The marketing people agreed; they could sell anything under the mystique of the IBM name. People who could not tell a computer from a kumquat would feel computer literate if they were using the same brand computer as the guys in the air-conditioned mainframe computer room were using.

This is when Bill Gates came into the picture. He was contacted by Rob Loew; Bill had written the BASIC interpreter for the Altair computer, and of course he would write one for the IBM computer -- and, yes, he would also create an operating system for IBM's new computer. Bill Gates knew that something called "Quick-and-DirtyOperating-System" had just been completed by Tim Patterson of Seattle Computer Products, as a test program to test their memory boards with the new Intel chip.

It was a limited version of CP/M (Control Program/Microprocessor) to fit the Intel chip. CP/M was a product of Digital Research, and itself was derived from the TOPS-10 operating system for the PDP-10 computer. QDOS needed a relocating loader, to make room in low memory for the record keeping needed by a chip that could address only 64 K at a time, since QDOS had to swap the program section being run into the 64 K of memory it could address. QDOS did not have to be able to handle much memory, or to handle many files, for test purposes. QDOS did have to run CP/M programs to test their memory boards.

Bill Gates bought rights to QDOS, changed the name from QDOS to MS-DOS and sold his MS-DOS to IBM by the copy, thus becoming a rich man. IBM's new Personal Computer did well in the market, even though it was a computer designed by accountants, because it carried IBM's name, a name that meant "computer" to the masses of computer would-be-literates.

And, even though CP/M and MS-DOS could both run CP/M programs, as is usual, the mediocre displaced the good from the market, and CP/M faded out of existence. The ability to run CP/M programs still remains. Meanwhile, what Atari built was what IBM technical people had intended -- a machine using the latest chipset from Motorola and an operating system interface called GEM, from Digital Research.

It was not easy to make a computing machine for about one quarter of what IBM was selling theirs for, but Shiraz Shivji was up to the task. He was a man far ahead of his time, having been hired away from Commodore after designing the hardware for the Amiga. After he quit Atari in a huff when his staff was cut, he appeared on the cover of Byte, pictured standing in front of his new offices, holding a working prototype of a pen-based computer. His new company, too far ahead of its time, folded in six months.

Editor Note.... Shiraz Shivji is now with Tandom Corp., He's still designing top notch hardware. Remember Tandon was mainly a drive manufacturing company. Take a look at their new product line. Where do you think it came from?

Atari is not the only machine using GEM. That operating system interface also appeared also with a Timeworks DTP program for QDOS machines, and still is what one fairly good DTP program, Ventura Publisher, runs on. Most of those using Ventura Publisher do not know it is running on GEM, and think the GEM is just a good part of a pretty good DTP program. Obviously, GEM is not for everybody. It definitely was not for IBM accountants, who were inclined to select a computer design by the pricetag of some parts.

So those people who use an Atari or Atari clone computer are using a machine like the IBM technical people thought would be a proper computer for personal use. Those who are not using such a computer are probably using a machine designed and created by IBM accountants and marketing people who thought, quite correctly, that their computer design could be sold at a profit to the general public.

Entertainment Section

Nintendo 64 Sells Out!
Top 10!
Jag Server Update!
GTI Wins!
Sony NCAA!
And More!

From the Editor's Controller - Playin' it like it is!

With all due respect to my fellow Jaguar owners, and no attempts to sound bitter, it feels good to be able to go almost anywhere online and see news about game systems. There hasn't been any shortage of news regarding the Playstation, Saturn, or the new Nintendo 64. This is what should have been for the Jaguar. Alas, it didn't work out that way.

But speaking of the Jaguar, it's been reported that there will be at least three games released before Christmas. We do know that Telegames will be releasing Towers II; and it's slated to be available late-November, early-December. No other titles have been named yet. It's this editor's guess that one of the remaining two titles will be Breakout 2000. Other titles have been speculated. As soon as we hear something definite, we'll keep you posted.

The Nintendo 64 has been flying off dealer shelves and they are difficult to find. While this sounds great, remember that there were limited quantities doled out to the U.S.. Industry experts have predicted that it's going to be a tough time getting one of these machines for Christmas this year - an availability decision that may prove to backfire during this holiday season. People may opt to buy another system rather than waiting for one after the first of the year. You know kids: when they want something, they want it now!

Regardless, time will tell as to who the clear winner is going to be this holiday season. My guess is that Sony's Playstation and the Nintendo 64 machines will walk away with most of the marbles - it really is a "no-brainer".

Until next time...

Industry News STR Game Console NewsFile - The Latest Gaming News!

Nintendo 64 & Super Mario Available In US

REDMOND, WASHINGTON, U.S.A., 1996 SEP 30 (Newsbytes) -- By Richard Bowers. Super Mario 64, and its game platform Nintendo 64, is now available across

the United States. After a huge Japanese roll out, stores in the United States will be selling the new game and platform for a suggested retail price of \$199.

Nintendo says that sales of Nintendo 64 surpassed the one million mark just 10 weeks after launch in Japan. Nintendo is planning to deliver no more than 600,000 units to the US. According to Nintendo, American retailers have already requested more than one million units.

David Cole, president of gaming market research firm DFC Intelligence, told Newsbytes, "Don't expect much of a price reduction from the suggested retail price. All signs are that Nintendo can sell as many units as they can ship. Some retailers put them on the shelves early, and sales have been very strong."

"It's apparent from our conversations with our US retailers that our projected shipments will be exhausted well before the holidays," said Peter Main, Nintendo of America's executive vice president, sales, and marketing. "We're asking our parent company to do everything possible to increase total shipments to North America."

Nintendo reports that the shipments will be staggered through the Christmas season. They would not comment on how many were shipped in this initial roll-out. "Super Mario 64 is the killer application that will guarantee strong sales for the Nintendo 64," said Cole. "If the sales in Japan are any indication, then Nintendo 64 will be out of stock well before Christmas, creating the mystique of the Cabbage Patch. One major retailer has publicly said that they would take all 500,000 Nintendo 64 units if they could."

Cole did point out that there is some risk to Nintendo. Its two major competitors -- the Sega Saturn and Sony PlayStation -- will also have strong sales during the Christmas season, and Nintendo takes a risk that not having enough supply will lose permanent customers to the other system.

Strong Nintendo 64 Sales Reported

REDMOND, Wash., Oct. 2 (UPI) -- Nintendo of America reported Wednesday it has sold 350,000 of its Nintendo 64 advanced video-game players, launched over the weekend at a \$200 price.

The company, the U.S. arm of Japan-based Nintendo Co. Ltd., predicted U.S. retailers can sell more than 1.5 million units by Christmas if enough games can be shipped from Japan. Nintendo had said in July that demand was so strong in North America that it could not produce enough consoles for the customers who indicated they wanted to buy them.

Nintendo is marketing the Nintendo 64 at a time when it has lost market share in the video-game market as both Sega and Sony have launched 32-bit players with capabilities far above the 16-bit Super Nintendo system. Both Sega and Sony are selling their machines -- the Saturn and the PlayStation -- for \$200 each after having started at a \$300 price point. Nintendo said Americans bought more than half of the Nintendo 64 consoles and software available before they hit store shelves on Sunday, the official launch day.

"There were widespread spot shortages within hours of stores opening on Sunday morning," said Howard Lincoln, chairman of Nintendo of America. "Given the wide acclaim the system already has gotten from gaming experts around the world, it was almost impossible to predict how huge the demand would be. We obviously have a huge hit on our hands." Lincoln said he was optimistic that the parent company will work to send as much product as

possible so there will be enough supply to last through the holiday season.

ADVISORY/NCAA GameBreaker Videogame Predicts ...

WHAT: NCAA GameBreaker, the first NCAA football game for the Sony PlayStation videogame console, has simulated the winner of this Saturday's college match-up between No. Nebraska and No. 12 Kansas St. The PlayStation game console simulated a full game, complete with touchdown's scored, rushing yardage, field goals and fumbles. The result had Nebraska defeating Kansas State, 48-21. NCAA GameBreaker features all 111 Division I-A teams and their respective stadiums. In fact, all the stadiums -- including UN and KSU Stadium -- are re-created before your very eyes.

WHO: With the huge success of its games, NFL GameDay and NHL Face Off, Sony Computer Entertainment America has firmly positioned itself as the new leader in the sports videogame field. Since its introduction last year, the CD-based PlayStation has sold more than 1.5 million units in the U.S.

GAME RECAP: Nebraska Defeats Kansas State, 48-21 The Nebraska Cornhuskers overwhelmed the Kansas State Wildcats going away 48-21. Limiting the Cornhusker rushing attack to only 65 yards rushing in the first half, Kansas State crumbled in the second half, allowing three rushing touchdowns and 230 total yards rushing for the game. The Wildcats threw two touchdown passes and went into the locker room trailing only 21-14. However, the second half was a different ballgame. Playing inspired defense, Nebraska shut down the Wildcats running game, limiting the Kansas State offense to a measly 85 yards total offense in the second half.

GT Interactive Wins Injunction

A San Diego Federal District court judge has granted GT Interactive Software Corp.'s request and placed an injunction against Micro Star Inc. The injunction requires Micro Star to immediately remove from retail shelves all copies of its Nuke It software, which GT Interactive says infringes on the title of its Duke Nukem 3D game. The injunction is effective immediately. Officials at New York-based GT Interactive say they expect to receive all proceeds from the sale of the infringing game.

EA Ships Motorcycle Game

Electronic Arts. says it has started shipping Road Rash for Windows 95, a high-speed motorcycle racing game. The San Mateo, California, software publisher says the action game features multiplayer options, adjustable graphics resolutions, plug-and-play installation and a user-friendly interface. The game also includes a free player matching service on EA's Web site (<http://www.ea.com>) for those gamers who want to engage in multiplayer competition. Road Rash's multiplayer support includes network and modem capabilities allowing up to eight players to compete on a network, or two players via modem.

Road Rash for Windows 95 gives players a choice of five levels of difficulty in any of five locations. The locations range from city streets to country roads and are modeled after real geographical terrain. The game sports extensive racing footage and frame rates of up to 25 per second. Road Rash also offers stereo sound and music videos, featuring the music of six A&M artists: Soundgarden, Paw, Swervedriver, Therapy?, Monster Magnet and Hammerbox.

National Video Rental Spending Stabilizes With 2.2 Percent Increase This Week

LOS ANGELES, Oct. 3 /PRNewswire/ -- The Video Software Dealers Association announced its VSDA VidTrac(TM) results for home video rental activity for the week ended September 29, 1996. Three of the top five renting video games this week are Sony Playstation format. Two new Sony PSX releases, Madden NFL '97 and Crash Bandicoot, chart at numbers three and five, respectively, to replace longtime VidTrac charting Super NES format Ken Griffey Jr.'s Winning Run and Mortal Kombat 3. Sony PSX format Tekken 2 remains on the VidTrac chart at number four after four weeks in release.

These new video game releases contributed to this week's increase in national video rental spending, up 2.2 percent to \$113.7 million. Total year-to-date spending increased to \$5.5 billion. The MGM/UA release, The Birdcage, holds onto the top spot after debuting at number one on the VidTrac Top 10 last week. It earned over \$3 million for the second consecutive week. Executive Decision hangs on to the number two spot, while the new release Oliver & Company enters the chart at number three. Up Close and Personal drops one to number four, and The Quest rounds out the top five. From Dusk Till Dawn and Muppet Treasure Island dropped off of this week's chart, while another new release, A Thin Line Between Love and Hate, enters the chart at number eight.

Video titles scheduled for release during the week of September 29 - October 5, 1996 include Warner's sell-through priced summer blockbuster Twister, with a domestic box office of \$290 million, and Polygram's critically acclaimed Fargo, with a domestic box office of \$24.1 million. Initiated in January, 1996, VSDA VidTrac is the first service to collect point-of-sale data from the largest and most representative sample of video specialty stores in the history of home entertainment. Over 4,500 retail outlets, including nine of the top ten video retail chains, participate in the VSDA VidTrac electronic tracking system. VSDA VidTrac provides the industry with the most accurate performance figures ever compiled on domestic video rentals and will serve as the benchmark for future industry statistics and projections. Results are compiled and disseminated on a weekly basis. For more information contact VSDA at <http://www.vsd.org>.

Established in 1981, the Video Software Dealers Association (VSDA) is a not-for-profit international trade association for the \$16 billion home video entertainment industry. VSDA represents over 3,300 companies throughout the United States, Canada, and 22 other countries. Membership comprises video retailers, both independent and large chain, video distributors, the home video divisions of all major and independent motion picture studios, video game and multimedia producers, and other related businesses that constitute the home video entertainment industry.

Jaguar Online STR InfoFile - Online Users Grow! & Purr!

- Jaguar Server Update 960929 -

The Jaguar Server pages has been updated with the Demo version of Gemulator 96. With this demo its possible to write Jaguar code on a PC emulating Atari with all the good Development tools such as Devpac 3, Riscy, Codeass and other utilities. The actual upload to the Jaguar still has to be performed by a real Atari. PC -> Atari can be performed by null modem, or by floppy at the moment.

Have a look yourself if you have a PC with Win95....

roine@stacken.ct.se

<http://www.edu.isy.liu.se/~z94patsa/jsdata/jserver.html>

Here's the latest posting at Jag Interactive from Stephen about his DOOM update. It also includes an e-mail address if you wish to contact him. Take care!

"Well, not that I actually consider myself part of the underground, I guess you could call me a spin-off. Roine at the Jag Server has finally put together a kit for PC/Windows 95 users. As soon as I can get some kind of link going I should be starting on the correction of the DOOM networking code and possibly some Wad-file add-ons. The Wad-files should prove tricky as many of them were created with some characters that do not exist on the Jag Cart (perhaps I should introduce them; it's all a question of feasibility)." "On the rotten side, due to the number of Wad-files and my budget, I am going to only be able to do a CD ver. Don't go buying another CD yet. I don't even know if the CD and cartridge can co-exist. Slow as a Rabid Snail..."

Stephen Finton
Igor@texoma.com

ONLINE WEEKLY STReport OnLine

The wires are a hummin'!

PEOPLE... ARE TALKING

On CompuServe

compiled by
Joe Mirando
CIS ID: 73637,2262

Hidi ho friends and neighbors. As some of you know, I've been fighting off a sinus infection during the past week. My doctor told me that if I wasn't feeling better in five days, I should call. Well, I was feeling somewhat better, but not as much as I felt I should have after being on antibiotics for six days (okay, so I put it off for an extra day) and had developed an annoying spasmodic cough that hits without warning and can last for up to ten minutes at a time. Needless to say, these bouts leave me sore and tired. So I called the doctor's office and was told that the doctor was not in and that I'd have to see the doctor that was covering for mine. After a few calls and set of directions I was off to see the new doctor.

After a cursory examination the new doctor informed me that the previous six days of antibiotics had done nothing to defeat the infection which had now moved down to include my throat and larynx and I still had a temperature of 101. According to my wife, the only good thing about the past week has been that I've had bouts of laryngitis. <grin> Of course I made up for it with the coughing episodes.

At any rate, the doctor prescribed a different antibiotic... for ten days this time. And after a closer examination of my throat, he also quickly wrote a prescription for a cough syrup with codeine. Heck, I didn't even know that codeine was still used. It's too soon to know if this antibiotic will have the desired effect or if it will be like the last one. Only time will tell. I guess the reason I'm telling you this is so that you don't expect too much from this week's column. So let's get on with the reason for this column in the first place... all the great news, hints, tips, and info available every week right here every week on CompuServe.

From the Atari Computing Forums

When Sysop Bob Retelle mentions using MOD tracking on a PC, Rob Rasmussen asks:

"MOD tracking...errrr...what is that? I know what MOD sound files are, is it related?

Yes, I realize I am still working with just the software that came on this PC, and that there's tons of more stuff out there that is better. I think I'm still in shock and in denial. What a strange feeling I had, right after I bought the PC, standing there in CompUSA with isles and isles of software everywhere that I CAN use. It's intimidating! After sending in all my warranty and registration cards for everything, all the magazine offers and ads are starting to arrive. Slightly overwhelming! For so long I did EVERYTHING on the Atari, but now it will be mostly for music and maybe graphics. I considered converting all my new MS-Word files to TXT so that I can have them on the Atari too, converting each database to dBase format for cross compatability but it seems a lost cause (too much work!). So I will try to keep threading a needle with a sledgehammer on this pee cee.

Case in point - a simple thing, merging text from another file into a word processor document, or appending text to another file (ok, maybe ms-Works can do this but I'm still on WordPad). This concept seems foreign to this PC - I have to have both documents up and then cut and paste between them. On the other hand, it does have other things that I do like."

Sysop Bob tells Rob:

"A MOD tracker is a program to create your own MOD files...

I've been looking for a good music system to use on my PC.. it's been years since I used to create "SIDs" on SIDplayer on my C-64, and so far everything has either been way too simplistic, or waaay to complex (and expensive)...! MOD trackers let you use digital samples to sequence music files on the PC.. no MIDI instruments needed, no "musical ability" needed (for playing an instrument in real-time), but with terrific sounding results.

I haven't started creating anything just yet though.. I've been downloading and playing as many of the existing MODs as I can find.. and there sure are a lot of them..!"

Publisher Note. Hey Bob, Try, MidiSoft's Studio 4. Its terrific!

Phillip Lamarche asks for help using QuickCIS:

"I need more help with the program QuickCis. I can't even get it to dial compuserve. I don't hear the phone clicking as i do when I use Flash. It seems like an excellent program. The documentaqtiti is obscure. For instance in one section It it gives directions for entering data into lines 29,30, and 31, but I can't find these lines. What next. Thanks for your interested."

Sysop Jim Ness (who also happens to be the author of QuickCIS) tells Phillip:
"Check View Config to ensure that you have a valid dial string entered. That dial string must begin with the dial command (usually "ATDT") and continue with the phone number needed to access CompuServe."

Corey Klemow tells us:

"I've had a cracked CPU in my Atari 1040ST for years. The worst side-effect was losing the sound. However, I recently -- aargh! -- dropped my monitor on my Atari while moving it around, and now my Atari is seriously ill. Is there anybody in Los Angeles who services Ataris, and could replace the CPU (not to mention fixing the floppy drive, which has recently made a semi-regular habit of trashing the directories...)? If not, do I have any other options (other than buying an IBM-compatible)?"

Albert Dayes asks Corey:

"What about Mid-Cities or Alternative Computing. I believe they can still provide service for your Atari computer... The contact Data I have for Mid-Cities is

Mid-Cities Computers
9406 Flower St
Bellflower, CA
(310) 876-0626

Alternative Computing is by the some of the same people who ran TCN (The Computer Network) in Glendale. I do not know the phone number however."

Sysop Bob Retelle adds:

"You might be able to find a used ST for sale here or on the Atari related Usenet newsgroups for about what it would cost to get your current system fixed... you might even be able to pick up a better model. Also, if there are any local BBSs in your area that have Atari sections, you might want to post a message indicating your interest in buying a used ST."

Angelo Vahatoura of Evangelo's Atariwares asks:

"[Does] Anyone out there have an ATARI Mega STE or 1040STE? If so, if a game says on the box Mega ST will it work with the STE series? I don't see why not but I have to know because I am selling some software to someone and he has an STE."

Charles Cartwright tells Angelo:

"I have an STe (with 4 Meg of RAM) and have found that most games run on it. A few older games have proved incompatible. However I beleive that the Mega STe was somewhat less compatible (particularly with games) than the standard STe. Also my TOS version is 1.62 and games tended to have more problems with the higher versions 2.x etc. Certainly compatibility with a Mega ST is no guarantee it will work with any of the STe range."

Angelo asks Charles:

"Do you have a lot of games for the STE? If not is it possible you can write down which ones work with the STE, it is very important to me. Although I have over 1000 games for the Atari computers it is very hard for me to sell to STE users, so when I E-mail my lists I mention this."

Joe Villarreal adds:

"I've got a Mega Ste. I'm not much of a game player. I do know that some games that run on a regular ST do not run on a Mega STe since it uses TOS 2.05 or 2.06, although they might run on a regular STe. On the other hand, some games for the ST do work on the Mega STe."

Well folks, I know that this has been short as hell, but the codeine is taking hold and the monitor is getting a bit hard to see. Be sure to tune in again next week, same time, same station, and be ready to listen to what they are saying when...

PEOPLE ARE TALKING

EDITORIAL QUICKIES

Brilliant Republican Rhetoric..

"Hawaii has always been a very pivotal role in the Pacific.
It is in the Pacific. It is a part of the United States
that is an island that is right here."

...Dan Quayle

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